

PRINTERS' INK

BUSINESS ADMINISTRATION
ESTABLISHED 1874
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CIII, No. 10

NEW YORK, JUNE 6, 1918

10c A COPY



HALF a million Boys read The American Boy every month. They are better boys and will be better men because of its influence, quicker of wits, purposeful.

These young readers of The American Boy—and "*where there's a boy there's a family*"—are keenly interested in the advertisements appearing in their favorite magazine as well as the stories of life and adventure. Hence it is wise to tell advertisers what a valuable medium The American Boy is.

Advertising Headquarters has conducted many a notable campaign for this magazine, sometimes with the purpose of increasing the subscription list, again with the purpose of swelling the volume of advertising, and at all times with a measure of success which has kept the publishers, The Sprague Publishing Co., our clients for twenty-five years.

N. W. AYER & SON
ADVERTISING HEADQUARTERS
PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO

The Federal Problem Table for Advertisers

IT is a rare business that is not today confronted by at least one complex war-time marketing problem — for instance:

- a shortage of materials
- an increased cost of material
- an over-sold condition
- a trend toward the product of a competitor
- a change in distributive methods
- a legislative restriction
- a lack of co-operation by retail merchants
- a cold market for a new product
- a chilling market for an old product

For these problems, laid upon the Federal Problem Table in the last few months, solutions were found and put into practice with gratifying success.

Over the Federal Problem Table is a sign that reads:

“Put it up to men who know your market”—

FEDERAL

ADVERTISING AGENCY, INC.

6 East Thirty-ninth Street, New York

30 North Michigan Ave.
Chicago, Ill.



Consultation
without charge
or obligation

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893

VOL. CIII

NEW YORK, JUNE 6, 1918.

No. 10

Campaign to Absorb the Alien in America

Reasons for the Indifference of the Resident Alien—What Is Being Done to Advertise the Advantages of Citizenship to Him

By Judson C. Welliver

APPROXIMATELY one-third of the population of the United States represents our alien problem. It comprises people of foreign birth, and their children. This classification included over thirty million by the census of 1910, and more than three million have been added since.

For their own benefit it is important that these people be induced to become citizens; for the security of the nation it is necessary that they be taught to accept citizenship, not as a formality or an obligation incident to residence here, but as a boon and a blessing.

The war has made the problem a more immediately pressing one. There is need for great haste in naturalizing the army of nominal aliens who are included within the military establishment. The necessity for this is real and imminent, for the protection of these alien soldiers themselves. The army included many thousands of men who, having once been citizens of enemy countries and never naturalized here, owe legal allegiance to the countries against which they are now fighting. If taken prisoners, they might be treated as traitors. The possibility of such a policy being enforced by Germany and Austria is by no means remote. It would be quite in line with their general attitude towards the peoples they are fighting.

But beyond this, it is now realized as never before that not only

citizenship, but the true spirit of Americanism, must be conferred on these nominal aliens if they are to be made useful human assets of the nation. They must not only be citizens in name and in law, but they must be Americans in spirit, in soul, in interest, and above all, in understanding.

When, about the time the war in Europe was definitely taking on the character of a world crisis, this problem of our alien population began to command serious attention, the United States Bureau of Naturalization started some very sensible inquiries as to whether there was any reason which would appeal to the self-interest of unnaturalized residents, why they should become citizens. These inquiries pretty fully justified the conclusion that aliens failed to naturalize themselves for two chief reasons:

First, nobody but the worst politicians took any interest in getting them naturalized.

Second, citizenship had not been made a prize, a reward of merit. Rather, it had been permitted to become in some regards almost a liability instead of an asset. It had degenerated into a mere matter of legal status rather than of spiritual aspiration and patriotic concern.

The average native American, imbued with the sentiments and traditions of his country, had gone on for generations assuming that nobody could be quite so

benighted as not to appreciate the benefits of American nationality, of partnership in this great democratic community. Assuming this, the average American had mildly wondered, if he ever thought of it at all, why so many foreigners were sufficiently interested to migrate to America, establish homes, avail themselves of the country's opportunities, and yet not sufficiently interested to become citizens. The Bureau of Naturalization presently found an answer to this question.

The answer is that native Americans do not themselves sufficiently appreciate their citizenship. They have not recognized the importance of truly assimilating the alien-born population. They have not thought enough about the virtues and advantages of Americanism; they have not talked enough, written enough, made speeches enough, glorifying Americanism. They have not done all they should have done to make the alien want to be a citizen. They have failed egregiously to make the alien exalt the value and meaning of Americanism; of that moral and spiritual status which makes true citizenship far more than mere legal relation, which lifts it above courts and statutes, into a realm of something like religion.

So the Bureau of Naturalization decided that in order to sell its goods it must create a demand for them. It must make the alien want to be a citizen; must convince him that he needs to be a citizen; must fill him with all the faith, the aspiration, the vision, that can be inspired by a true understanding of American citizenship. Unless such a valuation could be placed on the goods they would not sell. The article must be shown, talked, demonstrated; it must be proved the best in the world. Not to be able to implant such an estimate of American citizenship in the mind of one who has lived here, is to admit a failure of our national experiment. Unless Americans themselves adequately appraise what John Marshall called "The Priceless Heri-

tage," they must not expect others to desire it.

Having accepted this viewpoint, the Bureau recognized the need for a campaign of education in citizenship and Americanism. This campaign must enlist especially those leaders of the community whose positions will enable them to influence the aliens. The meaning and worth of Americanism, in short, must be taught first to Americans, who in turn must teach it to the aliens and instil in them the desire for it.

On this hypothesis the Bureau set about to organize its work. It is fairly past understanding that in the century and more that has seen the cosmopolitan millions of Europe pouring into this continent, creating a composite nation and literally a new race, the need of such a crusade had never been sensed.

ALIENS HAVE APPARENT ADVANTAGES.

It has been said that in some regards the alien has been justified in regarding citizenship as a liability rather than an asset. This is literally true. Ask your neighbor what advantage accrues to him from being a full-fledged American citizen. If he tells you it gives him the protection of the laws, you may reply that his neighbor, who has never become a citizen equally enjoys that protection, under both the policy of this country and its treaties with other countries. If he tells you that citizenship confers the right to vote, to take a part in running the country, you can reply that in many States one may legally vote without being a citizen; that in probably every State men have held important public office though not citizens. Even today, after several years of agitation, there are eight States in which the constitutions give the right to vote at all elections merely upon declaration of intention to become a citizen. The vast majority, in recent years, have so little prized the right to vote that they have not even declared citi-

Building Campaigns on Facts: A Five Part Series

No. 5

Artists and Artisans

In advertisements prepared by this organization a picture is never used solely because it is pretty; nor is copy used simply because it reads well or is flawless English.

We go deeper. Advertisements have their foundations on truth. We prepare advertisements from an intimate knowledge of the facts; not to please advertising critics, but to influence the buyers of goods. And "Truth Well Told" underlies each advertisement.

Our Production Department is recruited with scrupulous care. For it is here that our plans are built into the advertising campaigns that command the attention of even the casual reader and create action in the calloused

McCann "copy" is known for these characteristics.

Evidence of the ability of our Production Department will be found in "ADVERTISING SERVICE"—a booklet mailed to executives on request. A copy is sent for the asking

THE H. K. McCANN COMPANY

61 Broadway
Cleveland
Toronto



NEW YORK
San Francisco
San Diego

zenship intentions; while of those who have made the declaration the great majority have never gone farther. In Indiana, Michigan, Missouri, Kansas, Nebraska, South Dakota, Arkansas, and Texas, the declarant has the right to vote, and having that, commonly does not esteem it worth while to become a citizen. Only a few years ago there were fourteen States in this category; a few have recently dropped out.

On the other side, the alien resident in this country can insist upon exemption from jury duty. What is much more important to him and to Uncle Sam in a time like the present, he can also, if he wishes, insist on exemption from military service. It is true that since the United States became a belligerent, conventions have been entered into with our allies, under which citizens of one country resident in an allied country may be compelled to do military service. The fact that such arrangements were necessary in the circumstances of this war, and were possible because our country is one of a group of allied states with a common interest in mobilizing all their military power, emphasizes the seriousness of such a situation.

It is more serious to this country than to any other, because we have a larger proportion of alien residents than any other important country.

Before the United States joined the allies, many citizens of belligerent countries came here expressly to avoid military service. To-day, the citizen of a neutral state, resident and with every interest centered here, may if he chooses apply to the diplomatic representative of his sovereign country and secure its intercession to save him from the draft.

Thus it appears that there are some positive advantages about alien citizenship, positive disadvantages attaching to American citizenship. These are important enough to constitute, in view of our immense proportion of aliens, the possibility of a national danger.

It is right at this point, where the dangers of our situation are apparent, that the difference between nominal citizenship and loyal, intelligent, spiritualizing Americanism needs emphasis. It would do little good for the alien to become a citizen, if, incident to that proceeding, he did not become truly an American. The signing of a blank, the perfunctory taking of an oath, mean little or nothing. What this country must do, what the Bureau of Naturalization is crusading to make it do, is to inspire every alien with desire to be a citizen in the fullest, biggest, best way; to make an American in interest and purpose even before he can become a citizen in law.

IMMIGRANTS ARE ESSENTIAL

Some unseeing commentators have urged that the alien who does not become a citizen as soon as the law permits, should be expelled from the country. Obviously, this would not do at all. First, because this country needs the contribution which immigration annually gives to its labor stock. It does not do to say that we don't want the alien unless he wants our citizenship. We do want and do require him; we couldn't keep our industrial machine in operation without him.

Again, our laws require the alien to be here five years before he can become a citizen. It would be supreme folly, after letting him stay that long, acquire our language and customs, fit himself into our community and economic life, to order him peremptorily out of the country, merely because he had not acquired a citizenship that nobody had urged him to take or educated him to appreciate. The thing we must do is to let the alien in because we need him, and then educate him to *desire* to be 100 per cent American citizen. From 1900 to 1914, inclusive, immigration brought 13,373,237 people to our shores. A very high proportion were adults who became manual workers. Where would

(Continued on page 121)

Successful Advertisers

select mediums as they select men for the various departments of their business—they look for the best in the field.

NEEDLECRAFT MAGAZINE

is the best in its field. First, because of its one million circulation. Second, because its complete devotion to needlework and knitting guarantees a concentrated appeal.

One million women feel sure enough of its superior service to pay for it in advance.



Strong Good Will Advertising to Offset Effects of Price Increase

Philadelphia Cigar Manufacturer Launches Heavy Campaign to Forestall Doubts of Quality When Costs Rise

By Philip Francis Nowlan

THIS year, when the makers of Cinco cigars, in common with other cigar manufacturers, faced a situation in which they foresaw they could not maintain the old standard and price in the face of rising costs, they reversed a policy of virtually no exception since 1850. They have abandoned their non-advertising stand, and inaugurated a heavy campaign of full space in two of the most widely circulated weeklies, announcing to the public that the price of the Cinco has been raised from five to six cents "to preserve the quality."

Furthermore, it is indicated that this concern is not likely ever to revert to its non-advertising policy.

The manufacturers faced suddenly, with the advent of the war, a situation which was felt most keenly by reason of their rather general specialization in quality five-cent cigars. They faced it in rather aggravated form, too.

In the first place the very name of the cigar, "Cinco," indicated its price as fixed at five cents. The line had a heavy distribution nationally, though somewhat spotty, with seventy distributors, but none of them in New York City, Boston or San Francisco. The business had been incorporated in 1916, with an increase in capital and an expansion of facilities.

Furthermore, the only forms of advertising which had been used at all, such as store signs and awning signs, had given publicity merely to the name.

In short, though the cigar was well known, and widely known by reason of the volume of output and wide distribution over a period of decades, the public knew it solely through the experience of smoking. Nothing had been done

to call the attention of the public to the standards of policy of its makers. And it was known first, last and all the time as a five-cent cigar.

Then came the phenomenal jumps in the price of tobacco, revenue taxes, overheads and other contingent expenses. The company had in its warehouses tremendous stocks of tobacco, and on these it could go along for some time at the old price, with profit margins cut down. There was a limit to this, however, and every month brought additional certainty that the war and the high-cost period was going to be a long one, with every prospect of manufacturing conditions getting worse instead of better.

CINCO'S DILEMMA

Otto Eisenlohr & Bros., Inc., with their score of factories, heavy investment, and their Cinco firmly "dug in" as a five-cent cigar, faced the decision whether they should lower their standards in quality or size, or raise their price to six cents.

They chose the latter as a better merchandising principle. They figured that the name meant more to them as a measure of quality than it did as a measure of price, that price would mean little in terms of good will if the quality on which it had been built were not there.

The inevitable corollary was: how would the public take it? The company states that there was no falling off in demand when the price actually was raised to six cents about six months ago, except in certain local cases, principally in the Far West, but that the total demand still remained in excess of their production facilities, as it had been for years. In sup-

Four pages of
Brooklyn Fra-
ternal News pub-
lished each Sunday in
the Standard Union
will indicate some-
thing to you if you
are a member in
good standing any-
where.

port of this they point to the fact that they have not taken on a new distributor in nine years, and that the distributors already on their books absorbed their increase of output over that period and could have absorbed more.

Nevertheless there were indications in letters they received that there was danger the public did not understand the policy of the company and had a tendency to associate the conditions which produced the increased price with a lowering of standards of quality.

It was to forestall the general development of any such idea as this and to safeguard permanently the quality factor in the good

United States will have behind it in 1918 the largest advertising campaign ever undertaken by any cigar manufacturer in such national periodicals as the *Saturday Evening Post* and *Literary Digest*.

"Into the territory of each salesman of every distributor who handles Cincos these publications go with their tremendous circulations and their tremendous influence.

"Cinco has reached its present magnitude through the constant efforts of you men on the firing line, aided only by the good words of its millions of loyal friends.

"There is a shortage of Cinco cigars every summer. Now we

have provided for greatly increased production. At the same time we are providing you with this powerful new advertising campaign.

"Cinco advertising in the past has merely said 'Eisenlohr's Cinco Cigars'—it has only been a suggestion.

This new campaign will outline briefly but forcibly the history and development of Cinco, and will tell in an illustrative and explanatory way the reason for the superiority of our product.

"All this is done in order that you who have already built up so great a trade in Cincos may have every help in obtaining your share of the larger volume that is now made possible.

"Inside this folder we show proof of the first page which will appear."

The romance appeal is used in this first advertisement. It shows a picture of William Eisenlohr, the founder, the original factory, and three Cincos, the latter brought out in photographic relief against the other two elements, which are line cuts. In large type, the reader is told that

21 Factories—20 Warehouses
—to make Cinco Cigars
uniformly good

The Cinco reputation is the process—the traditions behind it are not—only the way but the highest standards and absolute uniformity in Cinco Cigars.

There are 21 factories and 20 warehouses (more than twice as many as are illustrated on the map). Several are the largest of their kind.

Last year these factories produced, and the smokers of America bought, nearly 200,000,000 Cinco Cigars—more than half a million a day.

And the control also controlling the tremendous production is absolutely uniform quality.

To make Cinco Cigars uniform, we have placed all of these factories—so close to increased shipping costs—within a radius of a few miles, where they can be directed by a single hand, and where they can employ the most skillful cigar-makers.

To make Cinco Cigars uniform, we have placed our 20 warehouses at the points where the world's finest tobacco is grown.

To make Cinco Cigars uniform, we hold each crop from five to three years, to mature and cure until each leaf has reached perfection. We have at all times more than \$2,250,000 worth of tobacco on hand.

In these times of double and change, it is a genuine miracle, rare to the public and the trade to know that they have found one company maintaining its uniform high quality—and that we are continuing to use the same pure Havana tobacco which has always been used more generously in Cincos than in any other cigar anywhere near the price.

STICK TO CINCO—IT'S SAFE

OTTO BORNHOLDT
A BOSTONIAN, INC.
PHILADELPHIA, PA.
Advertisement 1918

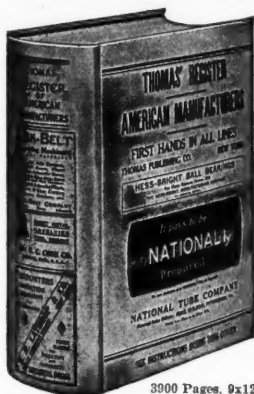



PAGE COPY IN NATIONAL MEDIUMS

will of the name Cinco against any possible future developments that the company decided to reverse a policy of nearly seventy years' standing and advertise. Announcement of this was made to the trade in the following communication:

"Cinco Advertising for 1918
"The largest selling cigar in the

Member Audit Bureau Of Circulations



3900 Pages, 9x12

PRICE \$15.00

1688 Advertisers

in the last edition—we believe this is the **high mark for any** one issue of any **trade publication** of any kind ever issued anywhere—more than three times as many as any other in the trade directory class.

Its advertising revenue has increased more than 50% annually the past four years, the result of critical tests.

The only work that instantly furnishes a complete list of all the Manufacturers and primary sources of supply for any conceivable article, or kind of article, more than 70,000.

More than 12,000 important concerns have **bought** recent editions of this Register (nearly 8000 of November, 1917, edition) and refer to it to find sources of supply as instinctively as they look at the clock for the time of day.

They want it, order it, pay for it, and keep it constantly accessible for the special purpose of finding where to buy and to save the time and trouble of looking elsewhere for such information. Its circulation is 99% paid.

Descriptive and other advertising matter therein automatically comes to the attention of the above buyers at the important moment when they are interested. It costs for only one time, but lasts for at least a year.

Thomas Publishing Company, 129-135 Lafayette St., New York City

BOSTON
Allston Sq.

CHICAGO
20 W. Jackson Blvd.

SAN FRANCISCO
311 California St.

LONDON
24 Railway Approach

"in 1850, in this small factory, was founded the business that now produces 200,000,000 Cinco cigars a year."

USE ROMANCE APPEAL IN COPY

The straightaway story which follows from this start is good enough in the sequence of statement and suggestion to deserve analysis here, though the text is long.

We are told of the quaint little building in which William Eisenlohr laid the foundation for the present tremendous business; that in all these years the character of the cigars has not changed except for the better; that the four sons of the founder devoted their lives to the business; that two of them still conduct it, and of their personal and family pride in the business which would not permit of a lowering of standards. We are told that Cinco has been oversold for nine years, that export business has been declined in spite of the building of new factories; that production has not been allowed to increase too fast on account of the "unalterable policy that the merit of the product must be kept up at any cost"; that the excellence of quality has been maintained despite rising costs of labor and material; that there is \$9,000,000 invested in the business, and that \$3,000,000 of this is constantly in tobacco leaf. Every statement, either directly or indirectly showing the interest in maintenance of quality. Then comes the final punch:

"Regardless of the stress of temporary conditions, the makers of Cinco have too much at stake to take from it one iota of the quality which has made it the largest selling brand in the United States."

The second advertisement of the series is devoted to the proportions to which the business has grown, as the first was devoted to the foundation and development policy.

Halftone cuts of a large number of the "21 factories—20 warehouses" which "make Cinco cigars *uniformly good*" are piled up one

side of the page, pyramiding to the top.

The text again is long. It tells about those twenty-one factories and twenty warehouses, how they are located in the best tobacco districts and why they were placed there, and emphasizing in several places the reasons why Cincos are *uniformly good*.

These two advertisements are in what is called the "foundation series." There are two more series to follow this one. Of their nature the company maintains discreet silence, preferring not to give its hand away until the cards are played.

There are two slogans prominent in the advertising. They are:

"Stick to Cinco—it's safe," and:

"Six cents—to preserve the quality."

It is interesting to speculate on how much of an extra effort would have been needed by the company, in the way of advertising, to meet the crisis if it had been a consistent advertiser before the crisis arose. The company confesses to no falling off in trade worthy of note following the rise to six cents. Nevertheless the decision to fall back on an exceptionally heavy advertising campaign, which avowedly is not for the purpose of *increasing* business, makes it self-evident that with a non-advertising record back of it the company deemed the present expenditure a minimum for safety. Large corporations do not get reckless with their funds in the face of sharply advancing costs.

The Cinco case is just one more proof of the fact that a seller must not only lay a good product before the buyer, but must tell his story as well, if he wishes the maximum of success.

Hungerford Leaves Wells-Fargo

Edward Hungerford, advertising manager of the Wells-Fargo & Company, New York, has resigned. On July 1 the Wells-Fargo company will, of course, be merged with the new Federal Express Company.

PRINTERS' INK



The Circulation of

The Providence Journal

on Memorial Day was

80,126

representing nearly

Every English-Speaking Family
in Rhode Island

As the combined circulation of the Providence Journal and the Evening Bulletin is approximately 80,000 and no Evening Bulletin is printed on Memorial Day, these figures prove that nearly every family in Rhode Island reads either the Journal or the Bulletin.

PROVIDENCE JOURNAL COMPANY

PROVIDENCE, RHODE ISLAND

Representatives—CHAS. H. EDDY CO.

NEW YORK

BOSTON

CHICAGO

YANKEES HURL BACK ATTACKS ON CANTIGNY

Hold Village They Captured in Forty-five
Minutes of Fighting, With 182 Prisoners—Own Losses Light.

PARIS, May 29.

American soldiers captured the village of Cantigny, May 29, after a hard fight. The Germans forced him to surrender.

Surrender to Correspondent.
An instance of the Boche's anxiety to surrender was furnished when a group of twenty tried to be captured by an unarmed correspondent.

"Jimmy" Hopper, magazine writer, went over the top with the Americans. As he was entering Cantigny a crowd of Germans rushed at him, begging earnestly to be taken prisoner. Hopper was nonplussed, but called to an officer:

"Come and get 'em!"

"The Boches hid in the grass. There was the slightest cover. They were routed out with bayonets, grenades and flame throwers. Thirty Germans were incinerated in one dugout when they fled to the Americans after crying: 'Kamerad!'"

Big cellars in Cantigny, where it was possible to conceal were, comparatively few.

broken two succeeded town of Cantigny.

May 29. The Boches vexed the Germans at the New York.

May 29. The Boches were light, but the Americans held by.

Clippings from the front page of the New York Evening Sun, May 29, 1918.

Recent Hopper Articles in Collier's:

- May 18th—At the American Front
- May 25th—The Day of the Cannon
- June 8th—In the American Trenches

More than a Million Every Week

And he is the Collier correspondent—

Over the top at Cantigny—unarmed, and twenty Germans whimpering, trying to surrender to him—that's what happened to "Jimmie Hopper"—and it means there's a big story coming in Collier's.

With special staff correspondents like "Jimmie," do you wonder that Collier's is publishing the most vital, the most vivid accounts of our boys in France?

Collier's is the vital publication of to-day!

Collier's

THE NATIONAL WEEKLY

J. E. WILLIAMS, Advertising Manager

more than ⁵² million Every ^{year} week

City Hall
Baltimore

And
An
Executive
Who
"Execs"



Mayor Preston and the Baltimore City Hall.

PAVED streets, modern sewerage, filtered water, the Hanover Street Bridge, The Fallsway, greater city area, modern park system (one of the most beautiful in the world) are some of the things Baltimore owes to a progressive city administration. The United States Census Bureau puts Baltimore FIRST, also, in the matter of economy in municipal government operation with a per capita general government cost of \$1.70!

With advantages such as these—and there are many, many more—it is not surprising that Mayor Preston told the country about it through the medium of a national advertising campaign!

When you come to Baltimore with YOUR campaign you strike a progressive community, beginning with the Mayor, who believe in advertising and are accustomed to buying ADVERTISED goods. To reach them The NEWS offers you a circulation practically the same as the number of homes in Baltimore.

For More *MARYLAND BUSINESS* Concentrate in

The Baltimore News

Largest and Fastest Growing Baltimore Paper

Net Paid Average Circulation for May 112,017 Daily, 111,265 Sunday;
a gain of 21,257 Daily and 36,086 Sunday over same month last year.

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Have a week
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

The German "Chain" Method of Beating Competition

How Business Is Organized in Germany to Serve the Final Aim of "Deutschland Ueber Alles"

By J. T. M.

THE catch phrase about the rich becoming richer and the poor poorer gained popularity a few years ago in discussions about the trusts and it went the rounds of the European countries. A variant of the phrase now comes from Germany. There they say that "the rich are becoming richer, the poor are becoming rich and the middle classes are becoming poor."

The statement, as a generality, is of course no more correct than was the phrase that caught the popular ear in every land. But there is a sense in which it is true and the condition of affairs in Germany which has given rise to the saying is well worth attention.

The rich of Germany who are connected with the great enterprises having to do directly or indirectly with the war, are growing enormously richer and the laboring classes are enjoying a financial prosperity hitherto undreamed of. The middle classes alone, as a whole, are not getting their proportionate share of the war prosperity, even when we consider that this prosperity is in terms of money which might not stand up under the test of foreign market bartering, but which undoubtedly has a substantial buying power at home and the possible prospect of being backed one day in competition with the money of other nations.

The middle classes of Germany not getting their share of prosperity are principally those engaged in competitive manufacturing and merchandising. Before the war the great German corporations had not aimed at eliminating competition entirely. In the neighborhood of Frankfort-on-Main, of

Mannheim, of Ludwigshaven, the big members of the dye-stuffs combine, the *Farbwerke Hoechst*, *Leopold Casella*, the *Badische Gesellschaft*, allowed a number of small plants to flourish unmoled, plants handling specialties in aniline products which were not important enough to bother with, or working under new processes that had not been developed to the point where the big concerns desired to take them over. Small independent companies were also engaged in shipping on the Rhine and other rivers and canals and in the Baltic, and there were also small firms in the coal, steel and iron and electric industries, in the import and export business, and even in businesses subsidiary to arms and munitions production.

At least a pretense of encouraging competition was in recent years the policy of the German state, which in this regard had passed through many stages of relationship to the combines and the cartels or syndicates and the public who dealt with them. In recent years it was playing the double part of protector of the oppressed and at the same time patron and partner in the great oppressive combinations.

ARE MIDDLE CLASSES LOSING?

The war has to a large extent swept aside the policy of pretense, for the state no longer acts merely as a partner in the combinations; it has undertaken their direction, through the Imperial Commission for the transition from a war footing to a peace footing which has already been described, and which regulates the allotment of raw materials, of shipping, of Government orders and the like to the various corporations and to producers gener-

The second of a series of articles on the real nature of German competitive methods.

ally. The allotments have been made almost wholly to the big people and the little fellows have been, to a large extent left out in the cold. Scandals consequently have arisen—orders given to favorites having no manufacturing facilities and seizure of small manufacturers' property—and newspapers which, like the *Berliner Tageblatt*, are considered the organs of the middle classes, have taken up the cudgels in behalf of the latter, toward whom, it has been plainly hinted, the paternal German Government has been acting in stepmotherly fashion, allowing them to see their non-essential businesses shriveled up by the war without extending to them any of the rich and nourishing war-time pabulum. The German banks are likewise accused of neglecting the middle classes and giving their sole attention to the powerful manufacturers and business cliques.

In some quarters in the countries of the Allies there seems to be a disposition to draw consolation from this state of affairs. The middle classes, the bourgeois, it is argued, are the backbone of modern states. The shopkeeper, the small manufacturer and trader are of the class that resist tyrants, that carry out effective revolutions. Slow to fire, when they move they are irresistible. Historical parallels are easy to find. The tyranny of the German Junkers may be smashed by the disgruntled German bourgeois.

But complacent hopes of disruption of the present power of Germany by forces from within are liable to be a dangerous delusion. The German middle classes may not be getting their share in the form in which they would prefer, but they are exhorted to be patient for a while and meantime to dip in and take part wherever they can in the profitable activities which everywhere abound in the Empire. Why should they be unreasonable? This is an economic war, and is it not precisely in behalf of the middle classes that the Military Party is sacrificing itself and its every effort? Can

they not see what a tremendous future the Military Party is preparing for them?

They have only to look around. France had begun to refuse to go on lending money for the development of Germany's industry and commerce. Now the Military Party is going to take France's money, under the guise of war indemnities, and already they have France's iron and coal mines. England denied them freedom of the seas and they are going to take England's shipping, commerce and money. They hold the richest part of Russia. They have Belgium, and they will have Holland and Denmark, Finland and part of Norway, and their allies. Austria, Turkey and Bulgaria are already practically a part of the Empire. Who are to be the chief gainers from all this, if not precisely the German middle classes? But for the moment the Military Party, which is bearing the burden of the responsibility for winning the war, must be allowed to determine the form of economic organization of the state, its banking, its industries, its commerce, that is imposed by war necessity. And so, more or less resignedly—grumbling a little, hoping much—Germany's middle classes watch the development of the Empire's economic organization and are far indeed from meditating anything like revolution.

THE GIGANTIC GOVERNMENT COMBINE

Meantime into the lap of the great industrial corporations are poured the fat contracts, the opportunities for huge profits, power, influence, independence of restrictive legislation. The aristocrats of the sword and of the land have united with the aristocrats of industry. The National Liberty Party, the Agrarians, and the Conservatives are now as one body. The Military Party is part and parcel of the great combines, industrial, commercial and financial. Krupp's, Bayer, the General Electric, Siemens-Schuckert, the Duisberg Mashchinenfabrik, the Deutsche Waffen-Und Munitions-

fabrik, the Deutsche Bank, the Disconto Gesellschaft, the Hamburg-American and the North German Lloyd Lines, and several others, are all interlocked and are participated in by the class now governing Germany. All business worth having is theirs for the taking. Their power over the resources and opportunities of the German Empire is unlimited. That they allow others outside their class to share in the gains is an evidence of a certain sanity on their part and of ability for government over a country like Germany. They may well at times declare before heaven that they are amazed at their own moderation.

It is frequently stated of late that it is the Military Party and not the civil government which now rules Germany. This is true, but not in the sense that von Hindenburg, von Ludendorff, and their military subordinates are running the machinery of civil government. It would be more correct to say that it is the great industrial combine—an integral part of the Military Party—that is governing the German people for the purposes of the war. Among the members of the combine are subdivided important functions other than those for which their corporations more specifically exist—the direction and control of the press, the acquisition and distribution of food stuffs and other necessities, the handling of raw materials, the mobilization of labor, the fixing of wages, the decisions on taxations and financial arrangements generally.

The civil government is still in existence. Occasionally some of its functionaries seem unaware of their true position in the present dispensation. One of them recently checked up the Daimler Motor Company and pointed out that, instead of the net profit of slightly over ten per cent which it had reported for taxation purposes for 1917, it had made an actual profit fifteen to twenty times greater, and that accordingly it should be made to pay the corresponding excess profits taxes

and even should be penalized for violation of the law. The Daimler company announced that it would do nothing of the sort. If it was going to be annoyed in any such manner it would quit business. As the Daimler company is a member of the big combine, and determines its own volume of business and its own profits, it of course did not and will not pay the tax.

The Arms and Munitions Company above alluded to has also been annoyed in the same way, to the joy of the grumblers of the middle classes and to the disgust of the Military Party.

TRY TO COVER UP THEIR TRACKS

How influential the large German industrial and commercial combines are in the world's commerce is only inadequately gauged by consideration either of their capitalization or of the business of the plants which are conducted under their name. German business has been successfully concealed from the world through a system of co-ordination, of subsidiary plants and companies which has come to be described by economists as the "chain" method. Furthermore the Germans have cleverly worked out a way of obtaining control of important corporations in other countries without having a majority ownership of them. Thus in the Oriental Railway Bank, the head office of which is in Switzerland, the board of directors comprises eight Germans, five Swiss, one Frenchman, one Belgian and one Austrian. This important financial institution, which is generally classed as being Swiss and not German, is entirely controlled by the Germans and is conducted in the interests of Germany. In like manner industrial corporations, like the Aluminum Company of Neuhausen, which has on its board eight Germans, six Swiss, and one Austrian, may be considered as German corporations although Switzerland and other countries take the nominal credit for their existence.

The German "chain" method ap-

plies principally to corporations that are started from Germany itself. The parent corporation undertakes the establishment of a branch, say, in Italy or in Russia. Through German banks it contributes part of the capital, the rest being obtained from local sources, and this branch in turn founds other branches in the same way, the Germans controlling the entire "chain," although the business is conducted mainly with other people's money. Where a "chain" has been established competing companies of local capitalization and management are often forced under the German control. By acquiring blocks of stock of these companies in the open market the Germans gain a right to a share in the management and then, through pressure from affiliated banks they generally succeed in taking over the entire direction.

Signor Negri, founder and president of the important Italian electrical establishment which bears his name, recently told a lamentable story before a court martial in Genoa, describing how the Germans secretly bought into his company, gradually Germanized it, and finally ousted him from any share in the control, although he continued to be a large stockholder. The German corporation which had turned this trick was the German General Electric, the Allgemeine Electricitaets Gesellschaft. This corporation began by establishing in Zurich a "Bank for Electrical Enterprises," which is commonly referred to as the Elektro Bank of Zurich. It has been proved that this bank is owned by the German General Electric and the Deutsche Bank. This Zurich bank founded in Genoa the Officine Elettriche Genovesi, the Genoese Electric Plant, which company in turn founded the Genoa Electric Tramway Union; the Electric Power Plant of Spezzia, the Adriatic Electric Company which serves the eastern Italian coast from Friuli to Bari, the Electric Company of Massa Carrara and the "Company for the Development

of Electric Enterprises in Italy."

The same German General Electric Company established a branch company in Barcelona, which in turn created ten companies in various parts of Spain and soon had control of nearly three-fourths of the electric power of that country. It also bought into some of the existing light and power plants of France, to the extent that in some French cities, including such important shipping centres as Nantes and Rouen, it had obtained control of the local electric plants.

The managing directors, engineers, superintendents, cashiers, auditors of all these companies have been Germans, frequently camouflaged as "Swiss" or "Alsations." In name the subsidiary companies are Italian, Spanish, French and so on. For legal purposes they are in last resort Swiss, since the control of their stock is owned by a bank with "social domicile" in Switzerland. It is nobody's business in international law that this Swiss bank is really owned in Germany.

OTHER COMBINES THAT STRETCH THEIR ARMS ABROAD

Similarly for the important German combine of electrical and other machinery manufacturers whose principal name is Siemens-Schuckert. This concern founded, as its chief controlling branch for Italy, the Società Italiana di Elettricità Siemens-Schuckert of Milan, which rapidly established subsidiary branches in the cities of Genoa, Naples, Florence, Palermo, Alessandria, Pisa and Perugia. Before Italy declared war on Germany all business with these branches was conducted directly from Berlin; since then the relation has been indirect, through a controlled bank in Switzerland. All correspondence, all documents and all reports are made out in the German language. The trail of the Siemens-Schuckert may be followed into every corner of the globe. The S. S. Compañía Española de Electricidad and the S. S. de La Plata hide the obtrusive

(Continued on page 25)

How Will You Safeguard Your Business Against the Demands of War?

If the present stress on the nation's resources has forced or may force the government to take over your plant or your output, what will you do about it?

Will you rub your hands in content that you are guaranteed full demand at a profit while the war lasts?

Where will your profits be when this condition changes? When your usual customers have learned to use other goods? Or have become accustomed to some substitute?

Or will you *insure* the future of your business with a reasonable investment in advertising to retain the good-will of your trade—continue to remind them of the value and quality of your product—assure them of your desire to serve them again when this present condition passes?

The oversold or conscripted business is in a dangerous position.

It needs advertising now to an extent that it may never have needed it before.

McGraw-Hill Publications

Serve a Buying Power Aggregating Billions of Dollars Annually

Power

Electrical World

Coal Age

American Machinist

Engineering News-Record

Engineering and Mining Journal

Electric Railway Journal

Electrical Merchandising

The Contractor

Metallurgical and Chemical Engineering

Members of Audit Bureau of Circulations

Announcement

With the August
issue the price of

The Delineator

will be advanced to

20 cents a copy

44% Gain

The issue just closed contains more advertising than any August in the past and is 44.6% ahead of last August

The Delineator

No Mail Order Advertising Accepted

Four Brands of Chocolate and Cocoa Predominate in the Farm Market

In fact these four brands constitute 73.6% of the sales of these profitable products in farm homes.



The remaining 26.4% of the business is divided among 284 different brands.

Even a small part of the sales of these products among 6½ million farm homes is worth going after, for farm women are large users of Chocolate and Cocoa.

The *one brand* advertised to the readers of *The Farmer's Wife* during the past three years has shown an increase in sales of 95% during that period.

There is an opportunity for other manufacturers of Chocolate and Cocoa to get their share of this large market.

These facts were obtained through an investigation among 10,000 farm women. A detailed report will be furnished to any interested manufacturer or advertising agent.

Address either of the offices below.

THE FARMER'S WIFE

WEBB PUBLISHING COMPANY,
ST. PAUL, MINN.

Western Representatives,
STANDARD FARM PAPERS, INC.
1341 Conway Bldg.,
Chicago, Ill.

Eastern Representatives,
WALLACE C. RICHARDSON, INC.,
381 Fourth Avenue,
New York, N. Y.

Teuton name under initials. There are more or less disguised Siemens-Schuckert companies in Belgium, Denmark, Russia, Portugal, in the cities of Bucharest, Cairo, Chemulpo, Hang-kow and in innumerable other places.

The foreign business of the dye and chemical industries of Germany is propagated in the same insidious manner. The Badische company owned the French factory at Neuville-sur-Saone, where the special dye was made for the red trousers of the French soldiers and from which a newspaper campaign was conducted against the abolition of the red trousers. Bayer had a plant at Flers in the Nord department; the Farbwerke Hoechst controlled the Parisian Company of Creil, while Cassella was owner of the Lyons Coloring Materials Factory. In their branches in France the Germans carefully avoided all German names and chose French titles that had a distinctly patriotic sound.

In most foreign countries the German industrial company had near it a bank also under German control, although usually the German interests in it did not represent a majority of the stock and the funds with which the bank did business were only in small part German. The largest commercial bank in Italy is German; it has received much publicity on this account, but so far the Italian authorities have felt constrained to leave it unmolested.

The German "chain" method applies not merely to the co-ordination of a series of branch establishments under a single industry; it is turned to account also by combinations of German industries to establish subsidiary groups of industries abroad. It was by this use of the "chain" that Italy's most important port, Genoa, was Germanized. German companies penetrated the industries, the commerce and the navigation to the extent that the Pan-Germanists openly boasted that Genoa was becoming the great German port on the Mediterranean, as Trieste was on the Adriatic, and as Rotterdam was at the mouth of the

Rhine and as Antwerp was for the Channel. It was through the "chain" that Germany made Italy, Belgium and Russia her economic dependencies, obtaining control of mines, electric power, steel and iron, petroleum, textiles, paper, chemicals, and in this way also Germany was becoming the chief European market for many essential products. Thyssen, the coal and iron magnate, was working the chain as an individual, when he opened iron mines in Normandy and undertook to assume control of the coal, the railways, the shipping and other services of the French coast city Caen.

"Case and Comment" Suspends

Case and Comment, published in Rochester, N. Y., by the Lawyers Co-operative Publishing Company, has suspended publication for the period of the war, at least.

"If it were not for the unusual conditions brought about by the war," says the editorial valedictory, "we should have continued this publication indefinitely. But these are not ordinary times, and, in view of the unusual manufacturing conditions due to the shortage of labor and material, we have decided to suspend this publication." It is stated that this will release presses and labor for other work of the company and meet the desire of the Government for strict economy in the use of materials.

New York Agents' Association Election

Frank H. Little, W. T. Mullally, W. B. Ruthrauff and E. M. West have been elected to the Board of Governors of the New York Council, American Association of Advertising Agencies, for a term of two years.

The Board of Governors met on May 29 and elected the following officers:

Stanley B. Resor, of the J. Walter Thompson Company, chairman of the board; Frank H. Little, of George Batten Company, vice-chairman; and J. P. Hallman, of the H. K. McCann Company, re-elected secretary-treasurer.

New York Representatives' Outing

The annual outing of the New York Representatives Club will be held on Friday afternoon, June 14, at Gedney Farms Hotel, White Plains, New York. The train will leave Grand Central Station from the lower level at 12.55 p. m. that day.

Competitive Co-operation Reduces Selling Costs

Community Stores of Philadelphia Produce Savings for All, from Manufacturer to Consumer, with 24 Jobbers, 254 Salesmen and 2,100 Retailers Competing—It's in the Advertising

WHEN the Community Stores enterprise was launched in Philadelphia several months ago, there was put into practice in the grocery trade a plan of war-time economy in distribution. The plan was based on the theory that it was possible to obtain complete co-operation and simultaneous effort among wholesalers and thousands of retailers in the marketing of advertised goods, this co-operation to be obtained without sacrifice of competition, without the slightest form of ownership control, and without placing the independent retail dealer under any obligation that did not leave him as free as the wind and in as complete control of the policy and detail of his business as before.

Needless to say, the entire trade awaited the results with interest.

In brief, the operation is this: The Wholesale Grocers' Sales Company buys co-operatively for twenty-four wholesale grocery and jobbing firms of Philadelphia. Let us say the purchase is several carloads of Purity Oats. Each jobber puts himself down for as much as he thinks he can get rid of. It is agreed that a special drive will be made on Purity Oats throughout a certain week, or two weeks, backed by heavy local advertising of this nationally advertised brand. Then the jobbers get busy with the retail trade in competition with one another, every one of their aggregate of 254 salesmen making a special drive on this product. The saving obtained through the buying in large quantity is assured of being passed on to the retail trade by the competition of the jobbers. The retail dealer who gets the full benefit of the demand created by advertising is the one who belongs to the Community Stores. He be-

longs to this organization by virtue simply of displaying over his door a sign bearing the words "Community Store" and paying nominal dues into an advertising fund. The advertisements in the newspapers, of course, are run under the name of the Community Stores.

In short, here is an organization of 254 salesmen plus more than 2,100 retail stores, plus advertising, which is operating every day in full co-operation, and can be swung on a moment's notice to the introduction or boosting of this, that or the other product. To the manufacturer it means elimination of missionary expense in a large city. To the wholesaler, retailer and public, it means more efficient and economical distribution which speaks right out loud in terms of prices.

JOBBERS FREE TO BUY IN OPEN MARKET

In the development of the plan some pretty sharp lines had to be drawn and rigidly maintained, or the move would have been a failure.

In the first place, none of the twenty-four jobbers wanted to sacrifice anything of his own independence, and it was deemed better for the success of the movement that he should not. In other words, these jobbers do not by any means do all of their buying through the Wholesale Grocers' Sales Company, which is the purchasing "department" in the scheme. None is required to take any specified proportion of the purchases. He simply puts himself down for the amount he desires when the order is being made up.

The only agreement beyond this is that the particular goods under consideration shall be advertised

PRINTERS' INK

heavily during a certain week or two weeks in the Community Stores' name, and that the salesmen of the various jobbers shall all make special drives on the particular goods at that time. By this means very quick distribution is obtained, with the result that the goods are on the dealers' shelves when the consumer reads the advertisement and asks for them.

The distribution is quickened, and the benefits of saving are passed on to the retailer, thus allowing him to pass them on to the consumer, because these drives are really races for business. The association keeps its hands strictly off the question of selling prices for the jobber. Competition here is fully maintained.

The manufacturers, of course, also contribute to the advertising of their own products, either directly or in discounts to cover. In the case of the retailer, competition again is strictly maintained. He obligates himself to nothing

but the payment of dues, display of the sign, and buying as much of little of the advertised specials as he chooses, and from whichever jobber's salesman is successful in landing his order.

Indeed, the jobbers' organization has adopted the policy, not only of avoiding all appearance of trying to "tie up" his trade, but of constantly advising him always to buy when he can get the best price. His interest is solely that of hooking up his store with the advertisements and getting the lower price made possible through the collective buying followed by the competitive selling of the jobbers.

The jobbers have adopted the policy of protecting the interests of the broker wherever possible, as this is in line with the underlying idea of the enterprise to add to the structure of distribution as it exists rather than to revolutionize methods which have been tried and proved of economic value.

The George L. Dyer Company 42 Broadway New York



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

Specials of the past few weeks show vividly the reductions in the cost of distribution which have been passed on to the consumer. These reductions are traced to various factors, including the lower costs of handling and shipping the goods in bulk as far as the jobbing houses, and the increased productiveness of advertising through having the goods on hand when the consumer walks into the store and asks for them.

Nor are the jobbers restricted to selling to Community stores. The aggregate of the latter, in fact, represents but a portion of the total customers of the twenty-four jobbers. This gives a little zest of competition to the retailer, the advantage of demand lying with the man who is hooked up with the advertising.

HOW SAVINGS ARE MADE

Babbitt's soap sold to the consumer at five cents instead of seven cents. The manufacturer in this case broke a rule of forty-seven years' standing, with a discount concession which he felt was equitable and profitable in view of the returns received in advertising.

Lux sold for ten cents instead of twelve cents.

The independent dealer was able to make a price of three-for-a-quarter on Campbell's soups instead of the regular price of twelve cents a can.

He got the advantage of advertising-stimulated sales on Snow Boy, selling profitably at two packages for nine cents instead of six cents for a single package.

Gulden's mustard sold for twelve cents instead of fifteen.

A deal recently closed was the purchase of seven carloads of Princine baking powder. This product has never been on the market in Philadelphia, and the transaction certainly bespeaks no lack of confidence on the part of the two dozen jobbers in their co-ordinated venture.

An outgrowth of the development of the Community Stores enterprise which has been marked is the substitution of a spirit of friendly rivalry for bitter antagonism among the 254 salesmen of the jobbers.

Necessarily it was part of the plan to hold "conventions" or conferences at frequent intervals in order to outline for them the stories of the products on which they were making the special drives.

A salesman who before would have crossed the street to avoid the impulse to punch a competitor in the eye or would have tried to ignore his existence, will today walk up to him and crow over "beating him to it" on the order of some retailer, and begin swapping selling experiences. Naturally, when the men have this feeling toward one another, there is just so much less tendency for them to slur their competitors in their work, and they are just so much better salesmen in this respect if in nothing else.

The salesmen have developed a great deal of enthusiasm at these frequent "war councils." They have given their own time to them, and not working hours, and any fine points which one picks up on the sale of a particular line, the arguments which appeal best to the dealer and so on, are pretty sure to be passed on to the others.

The jobbers are a unit in saying that business, from their salesmen's attitudes, has been changed from a bitter fight to a real game of enthusiasm and interest.

Still another development is the formulation of a "better merchandising" campaign, the first step in which was the issuance of a weekly bulletin to the Community stores. This publication is not a price bulletin, but a sort of Community Stores house-organ, the policy of which is to encourage methods of more efficient display of goods, salesmanship, service and management among the retail stores.

This publication has "put across" its message in many instances where the educational literature and efforts of manufacturers themselves have failed. The reason lies in the position of neutrality rather than in any general difference of subject-matter.



© U. S. U.

"I have never erred in opposing President Wilson; and I have never opposed him save when it became absolutely necessary to do so in the interest of this nation and of mankind at large.

"But I did err in supporting him, in standing by him, for the first sixty days of the great war. It is, however, I believe, a pardonable error, because I then supposed he had information not accessible to the rest of us which warranted his actions; and I also supposed that he was at that time doing everything in his power to make ready our military and naval resources for our own defence.

"Both suppositions were erroneous."

—From Theodore Roosevelt's two-page reply, in this week's Leslie's to Norman Hapgood's intimation in Leslie's of April 20 that Colonel Roosevelt's attitude toward Belgium had been one of political expediency.

Leslie's
Illustrated Weekly Newspaper
Published in 1915

Conditions Favor National Advertising

THE PUBLIC is accustomed, as it never was before, to business changes. This makes it a favorable time for national advertising—for bringing about new business connections, methods and processes.

New accounts may now be opened, retail lines simplified, manufacturing standardized, more easily than ever before.

Our years of experience have made Advertising mean nothing less than Salesmanship. Our perspective of business is of proper proportions. The time-tried principles of normal years and the unusual conditions of this world-war period are balanced against each other, and a course of safety and expediency is chosen after sane analysis has been applied.

Let us tell you more about this comprehensive service. Ask us for a copy of "The Efficient Simplicity of a Great Service."

CRITCHFIELD & COMPANY

Brooks Building, Chicago

New York Boston Detroit Minneapolis Toledo

Many manufacturers to-day are pursuing the broader policy in their better-merchandising campaigns, but by far the majority have chosen the more intensive and natural one of concentrating on the better merchandising of their own products by the retailer. Without entering into the comparative merits of the two policies, there is no doubt that a vast quantity of literature and dealer-help paraphernalia heads quickly for the discard, and often finds no place at all in the retail stores. The following explanation is typical of the attitude of a great many retailers:

"If I used all the displays and adopted all the selling plans that are offered me I'd be spending more time upsetting my system and changing things around than I would be in waiting on my customers and doing the things necessary in running my business. I haven't got time to go into all the plans that are stuck under my nose."

The man who looks at it this way is more likely to be reached by the bulletin, which he might regard as a sort of summary or selection of the best thought and ideas than he would be to give much time to the multitude of suggestions which are given to him.

Later, it is planned tentatively, the jobbers will send out representatives among the retail trade, whose work will not be that of selling, but simply that of forming the personal touch between the wholesalers and retailers and extending to the latter any possible helps in the broad question of merchandising.

The Community Stores organization has also accomplished valuable war conservation results through its relations with the city food administrator. It has furnished him with a personal touch, through the salesmen, with a total of 6,000 stores or more. This has been of particular aid in putting the soft or loud pedal on sales of this or that class of foodstuffs.

As to results in obtaining quick distribution of an advertised arti-

cle, the Sawtay drive was typical. More than 7,900 cases were placed in the hands of 6,000 grocers in ten days. An instance of the manner in which the retail trade accepts the goods on which the drive is made, is given by one wholesale house. In the keen competition which followed the decision one afternoon to push this product, this house spent \$60 in night telegrams to dealers to the effect, "We are taking the liberty of putting you down for" one, two or three cases, etc. Ninety per cent of the dealers accepted without question.

Added to "Collier's" Staff

T. L. Brantly has been appointed to represent *Collier's*, New York, in Philadelphia and the South. O. S. Kimberley will continue to work in this territory. Mr. Brantly has been in the New York City territory.

Donald Lawder, Jr., recently in charge of the New York State territory for the *Saturday Evening Post*, has joined *Collier's* Western staff and Gardner Osborn, formerly with the George Batten company, has been appointed to the magazine staff in the New York City territory.

Henry H. Creske in Agency Work

Henry H. Creske has resigned as manager of advertising and sales promotion of Betty Wales Dressmakers, New York, to join Marx and Angus, Inc., of the same city. He will assume his new post after arrangements to relieve him at Betty Wales Dressmakers have been made.

Mr. Creske was formerly advertising manager of the H. Black Company, Cleveland.

Everett Leaves Merritt-Johnson, Inc.

Herbert Everett has resigned from the advertising agency of Merritt-Johnson, Inc., New York, to take effect on or before July 1. Mr. Everett was formerly advertising manager of John Wanamaker in New York.

Ad Women Elect Officers

The League of Advertising Women, New York, has elected the following officers for the coming year: President, Miss J. J. Martin (re-elected); vice-president, Miss Ida Clarke; treasurer, Miss Edith V. Righter; secretary, Miss Effie Archer Archer.

Germany Gloats Over Decrease in American Advertising

Significant Paragraphs from Famous German Papers.

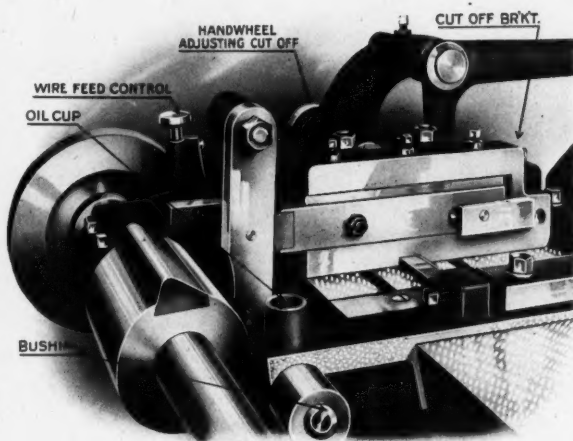
From the Berlin "Tageblatt," Apr. 26, 1918.

"If the despised Yankee nation think they are going to win the war and force Germans out of foreign markets there is nothing to indicate this sentiment in their local and foreign advertising. Many of their advertising agencies have closed their doors through lack of patronage. Their much-talked-of captains of industry have cancelled advertising contracts everywhere. Germany and German merchants have increased their advertising space in neutral markets and at home. It pays to advertise in war as well as in peace. The farseeing merchant never stops advertising."

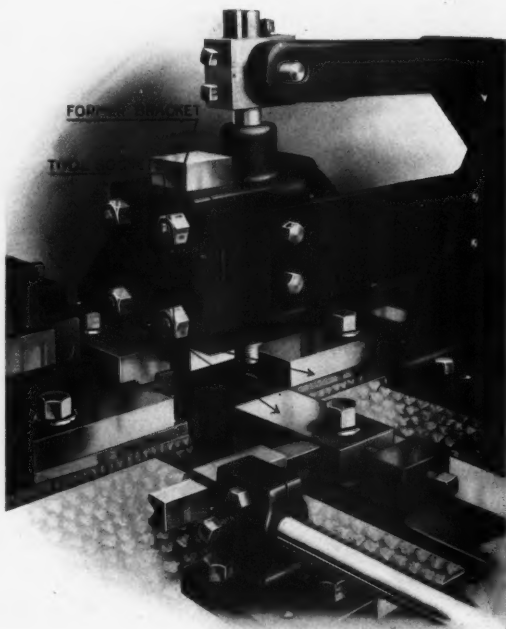
From the Berlin "Lokal Anzeiger," Apr. 20, 1918.

"Nothing is more acceptable to the German nation than to note the fact that the North Americans have abandoned advertising their goods in practically all of the foreign markets. In the Latin-American publications, the market which they have always tried hardest to acquire, there has been a heavy loss of advertising. A prominent Buenos Aires agency announces the fact that 83% of their United States advertisers have cancelled their contracts. This is also true in the Orient, and a careful compilation of the decrease in advertising there shows a greater depreciation than in South and Central America. In the United States itself there is not a paper which has not suffered a loss in its advertising lines, and that despite the fact that the last year showed an increase in the millionaire class of 973 individuals. In other words, the war has terrorized the American nation, but not the Germans, for a perusal of their periodicals will show that manufacturers still advertise even if they have not the goods to deliver, but with the idea of keeping their name before the public."

CUTS OF MACHINERY



FOR CATALOGS



TO the man about to buy a machine—every bar and screw has a meaning. Every oil-cup tells a story.

A set-screw means adjustment and an adjustment simplified or improved means profits.

So you will see most machinery catalogs carry some pretty fine examples of drawing or photographic retouching.

- When engravings of such subjects are bought it is not unusual to supply the engraver with a specimen of the paper that is to be used.

If engravings are made for paper, why not make paper for engravings?

That is one angle on the Warren idea of standardization of printing papers.

There are twelve Warren Standard Printing Papers.

Almost any paper required for a printing job falls into one of the twelve classes covered by a Warren Standard.

If glossy coated paper is necessary there is Warren's Lustro or the lower priced Warren's Cumberland Coated.

Warren's Cameo is dull-coated and beautiful as the complexion of an Italian marchesa.

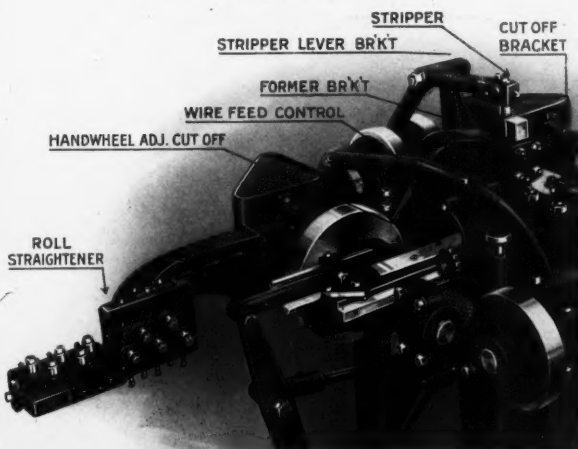
Warren's Cumberland Super is not coated but it prints marvelously.

The complete list is on the following page. All the papers are demonstrated and described in the Warren Suggestion Book. Printers, Buyers of Printing, Engravers and their salesmen are invited to send for it.

S. D. WARREN COMPANY

200 Devonshire Street, Boston

"Constant Excellence of Product"





Printing Papers

LUSTRO COATED BOOK

Glossy Surface

CAMEO PLATE COATED BOOK

White, Ivory and Sepia—Dull Surface

CAMEO PLATE POST CARD

Ivory and Sepia—Dull Surface

CAMEO COVER

Ivory and Sepia—Dull Surface

WARRENTOWN COATED BOOK

Glossy Surface

CUMBERLAND COATED BOOK

Glossy Surface

SILKOTE—DULLO-ENAMEL

White and India—Semi-Dull Surface

PRINTONE

Semi-coated for Halftone Printing
Glossy Surface

ARTOGRAVURE

White and India Tint
Eggshell Finish for Offset Printing

OLDE STYLE

White and India Tint—Watermarked
Eggshell Finish

LIBRARY TEXT

Fine English Finish

BRITANNICA INDIA

For Thin Editions

CUMBERLAND SUPER BOOK

CUMBERLAND MACHINE BOOK



Farmers Urged to Establish Motor Express Lines

Advantage of Trucks Over Railroad Transportation Demonstrated by Actual Experiments—Bureau of Markets of U. S. Government Carrying on Active Propaganda Among Farmers

THE U. S. Bureau of Markets of the Department of Agriculture is adopting energetic methods to sell producers of foodstuffs on motor transportation. Partly as a means of relieving the overload on American railways and partly with the object of quickening the transmission of perishable commodities in districts which have inadequate facilities, the Bureau of Markets has recently set about the systematic encouragement of rural motor-truck express and freight service. This propaganda, it may be added, is entirely separate and apart from the promotion of parcel-post motor-truck routes and the activities of the Highway Transport Committee of the Council of National Defense recently mentioned in PRINTERS' INK.

It is not the intention that Uncle Sam shall own any of the motor trucks or operate the service on any of the routes. That is to be left entirely to commercial concerns already established or called into existence to take advantage of the opportunities created through Governmental effort. However, the Bureau of Markets officials have undertaken, at least during the experimental stage, to work up the motor trucking proposition complete in each section where there is an urgent need for such service, before calling in the commercial concerns that might be interested.

How the Government can sell country people on motor transportation has just been strikingly demonstrated in the Vineland district of New Jersey, the second largest egg and poultry producing district in the world.

Eight investigators from the Bureau of Markets staff have been at work in various parts of the country paving the way for the establishment of motor truck service. Meetings have been held in Vineland, Millville and Hammond at which the desirability of such a service was pointed out and the co-operation of the farmers and business men was sought.

At the outset, a large proportion of the shippers laughed at the idea that eggs could be shipped a distance of 139 miles to New York without an amount of breakage that would be disastrous. However, the present unsatisfactory conditions of railway transportation impelled some shippers to consent to a trial. They were considerably amazed, when, on the initial run, a five-ton truck carrying 150 crates of eggs, made the run to New York in fifteen hours without the breakage of an egg. Delivery direct from the shipper to the wholesaler in the metropolis was made in less time than is required for express shipments and the motor truck rate is only 4 cents per crate more than the express rate, which is more than compensated for by collection of shipments at the farmer's gate.

A part of the promotion work carried on in the Vineland district consists in securing pledges from merchants in that district to route all, or a portion of their shipments of goods from the wholesale houses via the motor truck service in order to insure return loads from New York for the trucks that take eggs to the metropolis.

Bachman With "Review of Reviews"

Earle W. Bachman has joined the staff of *Review of Reviews*, New York. He was formerly associated with the *New York Evening Journal*, *Women's Wear*, and the *New York Globe*.

Miller Goes to Wahl Company

C. E. Miller, for fourteen years vice-president of the Conklin Pen Company of Toledo, has become production manager of the Wahl Company of Chicago, manufacturer of adding machines.

Getting Salesmen to Keep Their Price Lists Up-to-Date

How Finch, Van Slyck & McConville and Other Houses Are Doing It

THE salesman should keep his prices and other information about his goods mobilized for instant use. Where the line is large, this is very important.

Many a mistake has been made and in consequence many a customer aggrieved, simply because a salesman neglected to note recent changes in his price book. Many a sale has been lost because the salesman had to stop at a critical moment to rummage through a sheaf of loose papers to find a price or some other necessary data. By the time he found it his prospect was out of the market.

This problem has always been the bane of the sales manager's life. Since the war, however, it has been especially harassing. Prices have been changing so rapidly that it took a pretty lively salesman to keep his catalogue up to the minute. But all the blame should not be heaped on the salesman's shoulders. Often his carelessness was inevitable. It was due to his concern's lack of system; to its failure to provide him with an easy means of keeping his catalogue current.

Some of the best solutions of this difficulty have been worked out in the jobbing field. The wholesale house has thousands of items listed in its catalogue. In this mass of items there are some price changes every day. If these changes were not promptly made, the catalogue would soon be hopelessly out of date.

Finch, Van Slyck & McConville, of St. Paul, Minn., have a very good plan for handling the matter. The salesmen of this company carry a catalogue, which is a reproduction of the large semi-annual catalogue that goes to the retailer. The salesman's book, however, is in loose-leaf form and is always kept up to date. There is nothing new about the loose-leaf book for salesmen. The idea

has been used in a good many fields for years, but this St. Paul firm has worked out some improvements in the plan that are worth noting.

It should be remembered that the loose-leaf method of cataloging has certain well known disadvantages. The principal one is that the dealer, salesman, buyer or whoever it is that gets the new sheets, frequently neglects to put them in his catalogue and to take out the cancelled ones. This, however, is not a fatal objection, especially as it applies to salesmen, as we shall see.

In explaining the methods of his house, C. E. Lawrence, of this large Minnesota dry goods firm, said:

"All houses have had to furnish their men with stock price lists in loose-leaf form. These have been more or less complete. Usually they have been simply books divided by departments, wherein each item was listed with the number and price, but with no description. The salesmen had to refer to their samples for further information.

"In a few instances, however, for example, Carson, Pirie, Scott & Co., the book was a little more extensive, listing descriptions particularly of the notion line. These were frequently illustrated.

TO IMPROVE ON THE USUAL LOOSE-LEAF BOOK

"The old loose-leaf stock-book was not satisfactory because we know that a salesman does not always have all his samples with him and even if he did have he would not have time to go into them in every case. Consequently he frequently trusted to his memory, with more or less favorable results.

"At the beginning of the European war price fluctuations became so frequent that it was the

despair of the jobber to get his salesmen to correct their stock-books. Therefore, it was decided to furnish these men with revised price sheets each week, thus removing the necessity of their making the changes themselves.

"Unlike many houses our general catalogue, which is very comprehensive, is kept standing in type. It is the standard size, 9x12. It occurred to us that there was opportunity here to co-operate with our men in a most excellent way and to secure the greatest use for these standing pages. That developed into the loose-leaf catalogue idea for us, which is quite the same as used by many wholesale hardware houses.

"Now, we furnish our men with a complete catalogue, the pages for which are revised each week. Each new sheet bears the date of its issue. Sometimes as many as eighty pages go out in one mail, but a salesman can replace his old pages with the new ones with little difficulty in a very few minutes and the system necessary for keeping these pages in shape at the office is not at all complicated and works automatically. This plan also permits of the easy addition of new goods to the catalogue at any time.

"A binder has been found which eliminates all the old trouble of handling rings or screws. Our standing pages are kept right up to date and thus the work of preparation for the next issue of the general catalogue to the trade is distributed largely through the year rather than piling it up in one short period.

ADVANTAGES OF THE NEW CATALOGUE SYSTEM

"There is the advantage of complete description and accurate illustration. This is of immense value to the busy salesmen. Thousands of dollars worth of business is taken each week with this catalogue alone. This we believe is in addition to what would have been done anyway through the showing of samples. Take the notion line, for illustration. A salesman can run rapidly through this depart-

ment with his customer, showing him pictures and descriptions and covering a large department in a very short time, thus enabling him to spend more time upon the lines which can be sold best by actual samples.

"At the outset there was much said about the fact that the salesmen would not want to carry so large a book. This did not prove to be the case. A salesman will carry such a book just as soon as he sees what it means to him in business and in convenience. Then we were told that the salesmen would not put in the pages. This did not prove out either. After the pages had been put in several times it was found so simple an operation that all of them observe it and after the first six months' trial when the books came in to be gone over for correction, they were found to be in excellent shape.

"We have not found any disadvantages. We would not go back to the old system. We are securing the maximum efficiency from our stock catalogue pages and the expense involved looks to be rather large in the aggregate but really amounts to only about four dollars per man per month. This is small indeed compared with the results. There is no way of determining how great a saving is made in excess baggage, but we know from personal contact with the salesman that this saving is considerable because after a man has been over his territory with his complete line and is on excellent footing with his customers they deal readily with him through the catalogue.

"Of course, we issue our general catalogue twice annually. Most houses issue theirs annually and others the complete book only once in two years. Such catalogues are never very accurately representative of the stock in the house, but our catalogue is and this is absolutely essential to the system we are pursuing.

"Our plan also enables us to put in advance lines in connection with the current lines. We use green sheets to represent advance lines for spring and pink sheets

for fall, while our regular current pages are white."

Mr. Lawrence was asked to what extent retailers use his semi-annual catalogue, in the absence of the firm's salesmen. To this he replied:

"The bulk of our mail-order business which is large, is all produced by this catalogue, and we have some 1,500 inland towns in this territory where salesmen rarely call and whose merchants buy almost wholly by catalogue. This service is not only appreciated by them but it is necessary. The catalogue also serves an important purpose in co-operation with our salesmen because our men receive credit for mail orders produced on their territory and therefore are interested in keeping the book before their customers."

Several large hardware jobbers use methods somewhat like those employed by Finch, Van Slyck & McConville. New sheets are sent out to the men every time a change in price takes place. Various plans are resorted to to get the men to make the change immediately. One concern charges its men with the new page and then does not cancel the charge until the old page is sent in for credit. In this way it induces its representatives to keep their price books up to the market. Certainly this or some similar method is vastly better than depending on the travelers to make a penciled notation of the change in their catalogues. Besides the penciled price is never impressive. The buyer is likely to think that it has been faked. If the old price still appears on the page, even though it has been crossed out, the buyer feels that is the price he should be asked to pay. It is better to remove all temptation by inserting a new sheet.

Plans for correcting loose-leaf catalogues in the hands of the dealer have not been so successful. Except in isolated cases, the dealer, himself, simply will not do it. One hardware company attempted to overcome this difficulty by employing men, whose sole duty it was to travel about the

country to keep retailers' catalogues revised in accordance with the latest quotations. This scheme turned out to be too expensive and I believe has been abandoned. Another house has its salesmen make corrections in the dealer's price book whenever they visit his town, but this plan also has its defects. It takes too much time.

The methods used by Finch, Van Slyck & McConville and by other concerns form probably the most practical plan for the concern with a large line. The plan gives the salesman a strong selling catalogue that contains no dead matter, and it provides the retailer with a new book every six months that he is not obliged to change. It would be better, of course, if the catalogue to the dealer could be issued more frequently, but unless a house specializes in mail selling, such as do Butler Brothers, or has a small line, such a procedure is impracticable.

Now that Director General McAdoo has found it necessary to raise railroad fares and the charges for carrying excess baggage, efficient methods of cataloging will offer to many companies a way out of the difficulty. This St. Paul firm has found that its catalogue saves much excess baggage. It also saves salesmen, since it brings business from towns that the men seldom visit.

Jack Walsh Joins Up

Jack Walsh, who has been with Verree & Conklin, Inc., New York, for two years and was previously with the H. E. Lisan Advertising Agency of the same city for eight years, has answered the call to the colors and has left for Camp Wadsworth, S. C.

Alfred Lukens will be Mr. Walsh's successor with Verree & Conklin. Mr. Lukens has been with the special agency of Robert E. Ward, New York.

To Increase St. Louis Advertising Fund

The St. Louis Advertising Club and the Chamber of Commerce held a joint committee meeting last week and appointed John G. Lonsdale, president of the Bank of Commerce, chairman of the committee to secure an additional \$12,500 for St. Louis publicity. The Board of Aldermen have already appropriated \$12,500 for that purpose.

IF you were to ask most any intelligent Philadelphian how to make your advertising do you the most good in Philadelphia, the reply undoubtedly would be:

**“Put it in
The Bulletin”**

The name of The Bulletin is a household word in Philadelphia, and its circulation reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania.

Net paid daily average circulation for April:

415,056 copies
a day

New York Office.....Dan A. Carroll, Tribune Building
Chicago Office.....J. E. Verree, Steger Building
Detroit Office.....C. L. Weaver, Free Press Building

can type talk?

C. G. gives his ideas on
advertising typography

C. G. is our typographer. He is true to type as well as to "type." You may therefore picture him as somewhat bashful and able to set type barehanded with elegance and dispatch.

C. G. has learned a valuable lesson. He has discovered that it pays to be an expert performer with a few well-chosen tools rather than to be merely acquainted with everything in the tool chest.

He has found that the "natural" way is usually the best.

Imagine a type-man saying, "There are over twenty good bold-face types beside bold Chelt and bold Caslon — but why?" These are his exact words! This does not mean that C. G. is flatly opposed to novelty or that he never makes use of it—it simply indicates his



Blackman-Ross



unwillingness to play with novelties for novelty's sake.

"In planning type layouts, I try first to pick the type that will be easiest to read, fit well with the art work and product advertised. Then I try to get that type set in the way most likely to stir interest."

We have heard much about "type that talks." C. G. confidentially informs us that there is no such thing. It's the *message* that talks—the typography is simply a sort of throat lozenge that clears its throat and gives it a good speaking voice.

ON JUNE 20th: "*In Perspective*"

Company-NEW YORK



BUILDERS *of* AMERICAN BUSINESS

JAMES W. MORRISSON, PRESIDENT OF THE
FULLER-MORRISSON COMPANY

"I need new ideas and fresh points of view on business. *SYSTEM* constantly suggests them."

A stylized, cursive signature of James W. Morrisson.

NUMBER CXXXIV in the series of portraits of readers of *SYSTEM*

Canada Likes American Goods but Canadian Copy

Some Concerns Have Tried a Canadian "Editor" of Copy with Success

By a Canadian Advertiser

GEORGE F. HOBART in his article on "Neighbor Canada," in the issue of May 2, has described a very pleasing development in the business relations between the two countries. Let American manufacturers not be misled, however, into believing that the Canadian market is theirs for the taking.

The situation between Canada and the United States may be likened to Smith and Jones who lived side by side for many years. Long ago, the old folks quarreled and a high board fence was built to mark the dividing line. Later, as differences were forgotten, a picket fence was substituted. Finally when Jones' boy marched off to war with Smith's, the fence was torn down and now they are planting a row of flowers in its place.

At this friendly stage, however, Jones continues to keep his home independent of Smith; each maintains separate bank accounts and rents separate pews in the church. So it is with Canada—she is increasingly friendly, but none the less concerned about home development.

The national growth of Canada demands that she engage in manufacturing as well as other pursuits. Only in this way can she hope to pay off her debt and provide employment for the men of her army when they return from France. The problem is difficult, because of her peculiar location alongside of a developed and powerful commercial rival. American manufacturers with their well-organized plans and sales forces have looked upon Canada as a new market to capture. In many industries, if no duty were imposed, the most economic way to handle the Canadian business would be to supply direct from the American factory, although a Canadian warehouse

might be established. This would mean that although the Canadian market would be supplied with well made and satisfactory products, much of her labor would be idle because of the small amount of manufacturing going on within her borders. The Canadian understands this problem and has a deep-seated preference for articles of home production.

Most manufacturers seeking Canadian business seem to appreciate the demand for "Made in Canada" goods. Whenever it is possible, some sort of an arrangement is made so that the words "Made in Canada" may be put on the product. Others seek to infer that it is a Canadian product by featuring the address of the Canadian sales office and similar indirect methods. When it is not possible to assert that the product is manufactured within the Dominion, the words, "Assembled in Canada" or "Packed in Canada" are sometimes used.

INTERNAL DIFFERENCES, ALSO

Even so simple a matter as indicating that the product is made in the Dominion has its advertising dangers. One firm, for example, after establishing its plant, proudly used the words, "Manufactured at Toronto, Canada." It was very soon discovered that owing to the bi-lingual question in Quebec Province, an Ontario made article was not always received wholeheartedly in Montreal. The words "Manufactured in Canada" were substituted and found to be satisfactory. Others, however, have found it advisable to use the words, "Manufactured in the Dominion."

Although most American business in Canada has been so conducted as to meet the preference for Canadian products, the necessity of unity in sales literature is

often overlooked. It is a case of being "penny wise and pound foolish," for it is just as important to Canadianize the sales literature as to assemble, pack or manufacture the article in Canada.

There are two reasons why this is not always done. The first is due to financial conditions. Oftentimes the Canadian business is not large enough to warrant a special edition of the advertising material. If it is to be used at all in Canada, it is necessary to use the same as is intended for the American market.

The second reason is a less excusable one. It is due to the lack of co-operation by the States advertising department with the Canadian sales office. This sometimes occurs because of a lack of foresight, but more often on account of a failure to appreciate the conditions. When the department gets out a new booklet it is filled with pride at its achievement, and presumes that the booklet will be quite as acceptable to Canadian conditions as to those of the States for which it was originally intended.

In only too many cases the Canadian manager receives notification from the advertising department that 10,000 booklets No. 504 are being forwarded to him as his share of the edition. Perhaps this booklet was devised for a peculiar condition in the States market, and is only so much waste paper in Canada. For example, a certain manufacturer of national repute, often issues a special edition of his house-organ covering certain features of his sales. Extra copies of these editions are used to promote business in the different fields. Always a generous supply of copies is forwarded to the Canadian office, but sometimes are of no practical value, since there may be no business of that type to promote there. Why is this not taken up with the department? Because oftentimes the editions are planned on short notice to meet special conditions and there is no time for correspondence. It is considered better to have a standing order for extra copies, rather

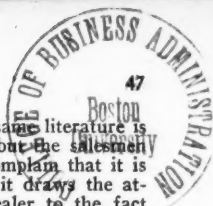
than to risk losing out on an edition which would be valuable. A better understanding of Canadian business in the advertising office would save a great deal of waste.

Difficulties may occur in connection with holiday literature. The Canadian Thanksgiving, for example, is celebrated in October instead of November. The seasonal advertising must therefore be at least one month early in order to be of value to the Canadian office. Likewise, the Canadian is not enthusiastic over the Fourth of July, which we must remember is in celebration of an event which the American prefers to remember and the Canadian to forget. There is a similar celebration, however, on July 1st, known as "Dominion Day," which might be capitalized in Canadian advertising, the same as the Fourth in the United States.

WE ALL LIKE OUR OWN SOLDIERS BEST

If the literature that has been secured from the States is not actually useless, as shown in previous illustrations, it is liable to be lifeless and lacking appeal and interest. The picture of an American soldier stirs the heart of an American mother, for it typifies her boy. The Canadian mother, however, is stirred by the picture of a man in a Canadian uniform. Another example is a booklet filled with testimonials or pictures of the product in use in different parts of the United States. The fact that the article has proven successful in the States has some interest for Canadian buyers, but the big question that they want answered is—How does it satisfy Canadian conditions? In other words, a booklet filled with Canadian testimonials and Canadian illustrations would have more appeal and interest.

The following illustrates this point. A certain manufacturer of a specialty used by men, took a live wire from his advertising department in the States and placed him in charge of the Canadian office. As a result, the advertising of the company in Canada has been characterized by a keen appreciation of Canadian conditions.



At the outset of the war it was found that the article was especially adapted for use in the army, and a drive was made for its sale to soldiers. The campaign was characterized by some excellent newspaper advertising, and the product became very popular, indeed, with Canadian army men. Later, the country was drained of recruits, and sales records indicated that the campaign was over—or at least until conscription was put into force.

When the United States declared war, a certain American manufacturer of a similar product suddenly appreciated the new market that was opened there. Perhaps he got the idea from his Canadian sales office, and the experience of the business rival. At any rate, as soon as the American advertising department had produced its campaign literature, a goodly supply was forwarded post-haste to the Canadian office. It in turn was forwarded to the dealers, some of whom made window displays. A prominent feature of this advertising was illustrations of American soldiers using the product. The posters showed the soldiers at training camp, and the appeal to mothers was "Send One to Your Boy at Camp." One can easily imagine how this would influence a Canadian mother whose boy had left training camp long before and who was on the firing line waiting for the Americans to arrive. Perhaps it was just a bit of irony that this display was combined with certain Canadian literature which featured most prominently the words "Made in Canada."

We cannot but wonder if the advertising department in the States will ever appreciate how much more effective the appeal would have been in Canada if the campaign had been staged when the time was ripe, and if the point of contact had been made with pictures of Canadian soldiers, rather than those of Americans.

A manufacturer of a leading product used for infants, found it advisable to impress strongly upon the American public the danger of

imitations. The same literature is used in Canada, but the salesman of the product complains that it is harmful, in that it draws the attention of the dealer to the fact that there are similar products. There is no serious competition in Canada, but after reading the various precautions regarding imitations, the dealer usually asks about them. The salesman in replying is forced to give his rivals a great deal of free advertising. In fact, according to the testimony of one salesman, the first order of a rival product sold in Western Canada was due to this advertising. He further explained that he feared that it was going to mean the opening of that territory for the competitor.

AMERICAN SONGS NOT FOR CANADA

A less costly example of harmful literature is that of a manufacturer who issued a booklet of home songs. This included the old home songs such as "Old Black Joe," "Coming Through the Rye," and "Dixieland." A large number of copies were forwarded to the Canadian office for general distribution. There it was discovered that the book included such American patriotic songs as "Columbia, the Gem of the Ocean," "America," and "The Battle Hymn of the Republic," but there was not a Canadian national song included, nor even "God Save the King." If this booklet was not harmful to sales, it at least was poorly adapted to Canadian conditions. It certainly did not further the idea that the product was made in Canada or that the manufacturer was loyal.

There is a publisher of text books located in the States, who includes a loose-leaf insert in all of his publications, giving the price of supplies and where they may be obtained in different cities. Practically every American city of importance is named, but not one Canadian city is in the list. There the supplies are all purchased direct from the Montreal office. Although this insert has no reference to Canadian business, and is entirely without value or interest to

the Canadian buyer, yet it is always included with text books sold in Canada. A mimeographed letter is added, however, explaining where the Canadian supplies can be secured. Imagine the loss of confidence that a Canadian student must experience when he finds these inserts in text books on the art of Advertising.

The problem that faces an American manufacturer in Canada is not an easy one to solve. When the Canadian business has assumed such proportions that it stands on its own feet and an advertising department can be established, there should be no difficulty.

One company has found it an improvement to have one man in the States advertising office responsible for the Canadian advertising. He keeps in close touch with Canadian conditions, and represents the Canadian interests at all times.

Generally, the ideal plan would be to edit the Canadian editions independently. Of course, this is not always advisable, and a revision of the States edition will usually serve the need.

New York Presents Its Case to A. A. C. of W.

June 3, 1918.

To Advertising Club Presidents:

At a meeting of the Advertising Club of New York on May 14th, it was voted by the club to extend an invitation to the A. A. C. of W. to hold the convention in 1919 in New York City. This action was ratified by the board of directors in a meeting held on May 28th.

It is our idea that the convention shall be purely a business convention, dealing entirely with business subjects. That all entertainment features shall be eliminated, the delegates to the convention being left to their own diversions outside of the regular sessions.

An elaborately equipped information department will be established so that every delegate will be able to find just what he wants in New York in the quickest possible way.

It would be our idea that the convention be divided into three subjects, each subject to occupy one day. The first day to deal with the merchandise and its manufacture. The second day the distribution and sale. The third day the advertising. The subjects to be handled by experts that will bring to bear knowledge on all the different angles pertaining to the manufacture, sale and advertising of products.

The subjects would be so treated that distribution would cover distribution direct from manufacturers through jobbers, by retailers, or direct to consumers.

Advertising to cover all the different features, including advertising activities, each to be handled by a master on the subject.

Our present thought would be to have a final banquet to which all delegates will be admitted on the payment of a nominal sum to cover the cost of the banquet. At this banquet we would depart from the strictly business part of the convention and have speakers of national reputation and entertainment in keeping with such a banquet.

It is not our idea to advertise or canvass for this convention. We are most serious in our belief that the time has come for the A. A. C. of W. conventions to assume a more serious note and to be conventions for instruction and help rather than for entertainment and pleasure.

Conveniences such as New York only can provide will be placed at the disposal of the convention and every effort made to have the guests and delegates of the convention properly housed and hospitably received.

G. B. SHARPE,

President Advertising Club of N. Y.

Douglas Malcolm to Be Express Advertising Manager

Douglas Malcolm, for several years advertising manager of the American Express Company, will be advertising manager of the merged express companies after July 1. He will have charge of such advertising and publicity as may be later decided upon. Much of his work, it is understood, will have to do with travelers' checks.

He will be assisted by Stanley W. Todd, now with the Wells-Fargo Express Company. Mr. Todd will be in charge of the new house-organ for the federalized express companies and the name of this house-organ will probably be "The Express Messenger." Mr. Todd has been associated with Edward Hungerford in the editing of the "Wells-Fargo Messenger."

The formal name for the consolidated express companies has not yet been decided upon, but it is likely to be "The American Railroad Express Company." One or two names which have been tentatively adopted, duplicated, it was discovered, names of express companies which have operated heretofore.

C. L. Eddy With American Blower Co.

C. L. Eddy, formerly with the advertising department of the Studebaker Corporation and later connected with the Meinzing Studios, of Detroit, has been appointed advertising manager of The American Blower Company, also of Detroit.

Mr. Hearst Answers Colonel Roosevelt; Suggests Joint Debate at Proper Time

MR. ROOSEVELT has sent to the Senate ten thousand words of denunciation of the President of the United States, of Secretary Baker, of Postmaster-General Burleson, and of the Hearst newspapers. He has caused this diatribe to be printed in the Congressional Record and distributed broadcast among our people at the very moment when the war is reaching its most arduous and most critical stage.

I very sincerely believe that Mr. Roosevelt is making a grave mistake in endeavoring to distract our leaders, disturb the machinery of our Government, and of our military operations, and spread doubt and distrust and dissension among our people at this serious time.

This is the time above all times for the sacrifice of our personal aspirations and antagonisms.

It is the time for the exercise of our utmost combined endeavor,

for the exertion of our most vigorous, united action.

It is not a time for discussion and dissension and detraction.

All loyal Americans, individuals and institutions, should join together, regardless of personal or political prejudices, and work harmoniously to help our President and our people to win the war.

This the Hearst publications have earnestly and consistently endeavored to do.

From the very first day of the war the Hearst newspapers have believed that victory would be won by the united effort and energy of all our people, and not by the bickering and fault-finding of a few of our people.

The day before war was declared the Hearst papers said that the MANAGEMENT of the war should be confided to the Executive; that while deliberation and many counsellors were good in

peace, undivided authority and responsibility were necessary in war.

The day after war was declared the Hearst papers urged "an army of a million men," "the largest increase that could possibly be made in the navy" and "innumerable aeroplanes and seaplanes."

The leaders of both parties in Congress opposed universal service, or any form of "selective conscription." But the Hearst papers circulated petitions from the Atlantic to the Pacific, and collected more than 2,000,000 signatures asking Congress to pass the Selective Conscription Act.

"Only by using the full strength of the nation, AND EVERY MAN'S STRENGTH WHERE IT IS MOST NEEDED, can the full power of the nation be exerted," was the definite verbatim expression of this petition.

I myself went personally to Washington to urge my former associates in Congress to vote for selective conscription, and on April 27 published a four-column signed article in the Washington Post advocating it.

After the fight for the selective draft was won, the Hearst papers called for the conquest of the air. More than twenty editorials, some of them full pages, urged the appropriation of the \$640,000,000 for aeroplanes and aviators, which was finally secured.

Another urgent need was mer-

chant ships. FOR TWO YEARS BEFORE THE WAR the Hearst papers fought with vigor and persistency for a Government-built merchant marine. But the bill providing for it was killed by a filibuster, in which Senators Penrose and Oliver, Elihu Root and Henry Cabot Lodge, of Massachusetts—all friends of Mr. Roosevelt—joined.

But for this filibuster, we might have had at least a year ago the ships required to defeat the submarine.

The selective draft, ships and aeroplanes having been provided, the Hearst newspapers next petitioned Congress "for temperance during the war"; to stop the use of foodstuffs for making whiskey. This legislation was accomplished in sixty days, but the Hearst papers had been making a sustained fight against whiskey for five years.

To aid the First Liberty Loan, 914 columns of news, editorials and cartoons were published in the Hearst papers alone.

Many thousands of posters on the Liberty Loan, drawn by Hearst cartoonists, were posted in all the great cities of the country. One of them, published May 24, 1917, was so effective that R. W. Woolly, Director of Publicity of the Treasury Department, Washington, requested copies for every Federal Reserve Bank in the United States—7,700 in number—and they were furnished free.

"Your work deserved unmeasured commendation," wrote the Government's Director of Publicity.

To aid recruiting to the navy, the marines and the volunteer army, the Hearst newspapers erected and manned recruiting stations in the principal cities of the Union.

In New York City MORE THAN HALF of the enlistments were made at New York American stations.

Secretary of the Navy Daniels sent, unsolicited, a dispatch saying:

Your co-operation in bringing the job and the man together has rendered the navy opportune and important assistance.

Food control, the next great issue on the war programme, divided the country and Congress.

The Hearst papers, and I personally, urged ONE-MAN CONTROL, instead of a commission of three.

On July 24, 1917, in a signed statement in my newspapers, I said:

The President desires one man instead of a commission of three to exercise the powers of food control conferred by the Food bill. The President is right. * * *

The clause which requires

the appointment of a commission of three instead of a single individual to control promptly and effectively the food supplies for our country and our allies is a mistake and should be stricken from the bill.

Individual authority and responsibility make for alacrity and efficiency in public service.

After two months, Congress passed the bill putting Mr. Hoover in sole control of food.

The President's War Message, later his Reply to the Pope, and his recent Memorial Day Proclamation were greeted by the Hearst papers as "historic documents that should be preserved."

They were published in colors on calendered paper and more than 100,000 copies of each were distributed free.

The Government departments, Department of Education, New York Public Library and the Y. M. C. A. asked for more than 10,000 copies of these art reprints for their various branches, and these, like all the others, were furnished free.

Marshal Joffre's visit to the United States was commemorated in a handsome volume, bound in vellum and mounted in gold and enamel, containing the photographs, speeches and descriptive accounts of his visit, and souvenirs of many cities.

(Concluded on following page)

The volume, officially accepted by the French Commission, was presented to Field Marshal Joffre in the presence of his staff in Paris by General Pershing in behalf of the Hearst publications.

To promote the Second Liberty Loan, the Hearst newspapers devoted 1,295 columns of news, editorials and cartoons, and to aid the Third Liberty Loan the Hearst papers devoted 1,910 columns of news, editorials and cartoons.

The subscriptions of the Hearst publications and employees to the Liberty Loans have been over half a million dollars; their contributions to the Red Cross have been over fifty thousand dollars.

In all these matters the Hearst newspapers, "doing right as God gives us to see the right," have tried to be the most vigilant agents of the public interests by their ACTS as well as by words.

Of Mr. Roosevelt and others like him, who find unpatriotic occupation in denouncing the Administration, and who seem more interested in their personal ambitions and political prejudices than they are in winning the war, I would like to ask the plain question:

What have you done to give you the right to criticize the Administration and its splendid achievements, or to justify you in assuming superior virtue and value to the Hearst papers, which have consistently supported the Administration and con-

scientiously endeavored in every way to help the Government win the war?

As far as I can see, Mr. Roosevelt has done nothing but savagely and sensationally attack the President of the United States and his Cabinet during this critical war period and has done this for partisan political purposes and, what is worse, for pay.

As far as I can see, one of the main objects of Mr. Roosevelt's latest furious attack upon the Administration was to aid and advertise those magazines and newspapers which pay him and support him and to reflect upon those magazines and newspapers which do not hire him or admire him.

As far as I can see, no matter what the motive of these continued attacks may be, whether it be partisan and personal, or well intended and merely misguided, the result can only be harmful to our Government, harmful to the spirit of our people, harmful to the morale of our armies, harmful to our country and our country's cause.

After the war is over, therefore, or better, after this present crisis is over, I shall be glad to debate with Mr. Roosevelt upon the public platform whether his critical efforts or my constructive efforts have accomplished the more toward helping America bring this great war to a speedy and successful conclusion.

WILLIAM RANDOLPH HEARST.

Don't Cramp Your Coupon

Many Coupons Do Not Have Space Sufficient for Names and Addresses

By J. P. Wilson

TO get a good line on an advertiser's proposition, preparatory to calling on him, some time ago I clipped out a coupon from the desired one's copy and attempted to fill it in. This was done that I might secure the catalogue and full particulars as announced thereon. Though I write a particularly small hand, there was about as much chance of the Kaiser decorating General Byng as there was for me getting my name and address on that coupon. Actually, it measured but one-forty-fifth of the size of the copy. Finally I had to write a letter, as the coupon was impossible.

At a later date, reinforced with a complete knowledge of the advertiser's proposition, I called on him. After attending to the business on hand I produced one of his advertisements and asked him to write his name and address on the coupon. Without writing a bold hand (and with the very evident intention of showing me that it could be done) he ended his effort with:

"Well, I'll be blest!"

I am strongly of the opinion that many people in trying to put their John Hancocks in the limited space provided on this advertiser's coupon had invoked something quite the opposite than a blessing on his head. Without the most painstaking effort and particularly fine writing it was an impossibility. Of course, Mr. Advertiser did not feel like letting me walk out of his office with the laurels. Discreetly making a pellet out of the offending coupon he tried to sugar-coat it with the remark:

"There is plenty of room by utilizing the border around the coupon, and, anyway, if they are anxious to get my catalogue they will write a letter if they can't fill in the coupon."

Just imagine a successful advertiser, who started in business long after the large mail-order concerns had learned they could only sell goods by mail after they had found the way to make it "easy to order" answering an argument with "They will write a letter if they can't fill in the coupon." If such is the case, why waste any space with coupons?

The coupon itself answers the question. It is the advertiser's sole means of making it "easy to answer." On the other hand, to use a coupon that is merely a miniature of what a coupon should be, is just as bad as to omit the coupon entirely; at least, where the public is supposed to send in for a catalogue, particulars or an article. Apart from all other disadvantages of the inadequate coupon there is the cost of the space occupied. You will find many worthless coupons (from the reader's viewpoint) costing all the way from \$20 to \$100 in various publications.

COUPONS ARE USED, IF MADE RIGHT

The coupon in any advertisement is the vital connection between the reader and the advertiser. Until the coupon is filled in and mailed to the advertiser it is not worth the paper it is printed on. Just to satisfy myself as to the use of the coupon and what some experienced advertisers thought of its value I questioned several prominent Chicago mail-order concerns. One of these, an advertiser using large copy appealing to the agents' class, stated that about three to five per cent ignored the coupon when answering the advertising. Not quite fifty letters were received in over seventeen hundred inquiries as the result of one full page. This advertiser uses an exceptionally generous sized coupon. Looking over some of the

letters proved that in all probability the coupon would have been used but for the fact that the writers sought some additional information to satisfy points they had in mind. In other cases the coupon was properly filled in, but accompanied with a letter also.

The point is: would the seven-hundred who sent in the coupons and no letter have answered the advertisement if they had had to sit down and write a letter? Possibly the greater number would have done so, but that others may have delayed answering and later forgotten to write—and that some may never have answered but for the ease suggested by the coupon—goes without a shadow of a doubt.

Another point that came to light during my little investigation about coupons was the rule followed by one advertiser to eliminate the coupon entirely from his copy in papers that are printed on the cheaper grades of paper. He produced a large manila folder containing several hundred illegible filled-in coupons, all received during this advertiser's busy season between October and January. The illegibility was not due so much to poor handwriting as to the fact that in most cases the ink had blurred out of recognition owing to the cheap paper used. This advertiser preferred to use a black-face admonition of "Write To-day" in place of the coupon. He found that his inquiries were smaller by about 7 per cent, but those he received were legible.

WHY COUPONS APPEAL TO WOMEN

In propositions appealing strictly to women, the coupon has a double-meaning, according to the views of one advertiser. His experience was that of receiving a far greater volume of inquiries after he began using a coupon in his copy than before using one. His explanation was that every coupon saved a piece of stationery as well as made it easy for the prospect to answer. Whether

this fact is worth consideration is best shown by the large increase in inquiries received after the coupon policy was adopted. Many women nowadays use printed or engraved stationery, and it is logical to assume that they might feel averse to using it for answering ads. Then again, the woman who is "not a good hand at writing" might not feel like getting down to the business of writing a letter. The coupon simply means a name and address. All things considered, it seems that more than one strictly woman's proposition might, with advantage, use a coupon in the copy, if this advertiser's experience is any criterion.

A number of advertisers of late seem to have given the coupon the attention it deserves. One typewriter concern leaves the reader the full width of the page at the bottom of the advertisement. The advertisement is arranged so that the firm's name and address with a heavy cut-off rule is at least fourteen lines short of the full-page measurement. Under the rule is the coupon extending across the full width of the page.

In some of the Nujol advertising this same rule has been followed. Where the small size of the copy makes a coupon practically impossible, and yet one is desirable from the viewpoint of "making it easy," some advertisers are using a coupon that is not intended to be filled but contain instructions simply to pin it to a letter head or business card and mail. This at least saves writing a letter and does not aggravate the prospect by having him try to fill in a name and address in an impossible space.

Just by way of experiment pick up a publication, or several, and see how many coupons you can fill with ease and how many you cannot. It will prove a mighty instructive test for copy and layout men to make—also some advertisers who seem to begrudge the space devoted to the coupon. Then there is another slant to the construction of coupons that

The UNITED STATES CENSUS

says:

The net returns from fruit growing—
average for ten years—are from three
to ten times as much as the returns
from regular farm crops.

—Annual Report

Fruit growers have ready money, the United States Chamber of Commerce reports. The same report emphasizes their great buying power.

You can reach this ready-moneyed, buying fruit grower class in only one national way. That is by putting your proposition in the only national, and the world's leading fruit publication—

Green's AMERICAN FRUIT GROWER

The National Fruit Journal of America

Guaranteed minimum circulation, 175,000 monthly

AMERICAN FRUIT GROWER CO., Inc., Chicago, Ill.

Samuel Adams, Editor-Publisher.

Paul C. Stark, Associate Editor.

Charles A. Green, Associate Editor.

Member Agricultural Pub. Ass'n.

Applicant for membership A.B.C.

might be borne in mind—the general superfluity of the average text in a coupon. In all cases where a coupon is used the advertiser or company has the firm's name and address at the foot of the copy. It is also usual to refer in the text to the catalogue or information that can be secured by mailing in the coupon. With this being the case, why is it necessary to fill up the coupon again with a repetition of what is to be found in the text? You will find the average coupon contains the firm's name and address, key number, salutation, and from fifteen to thirty words that, supposedly, constitute what the reader would have to say to the advertiser if writing for the catalogue or whatever it is the coupon is intended for. This cramps the majority of coupons; in fact, many of the impossible coupons would be adequate in all respects if they merely said "Without obligation, send me free catalogue." The removal of the firm's name and address and the letter idea would give the reader a fighting chance of filling in the coupon. The name and address is all the advertiser wants anyway.

Makers of "Society" Brand Clothes Interpret Economy

AN interesting series of advertisements for the retailer to run in his local newspapers has just been issued by Alfred Decker & Cohn, Chicago. The series takes up the questions of thrift and clothes and the present timely war on waste. One of the announcements typical of the series says:

"Waste and extravagance are under indictment in this country today and well they should be. And false and fancied economies are just as much of a menace. Constructive economy must be encouraged. Now constructive economy is something that decreases neither your personal assets nor the nation's resources. It is false economy to do some-

thing that decreases your self-respect and self-confidence and interferes with your efficiency. That is neither economy nor thrift.

"For instance, it is not economy to wear clothes that have passed their well-appearing stage. It goes without saying that a man loses self-respect and self-confidence when he knows he appears shabby. That destroys his efficiency.

"Then again, it is wasteful to pay too much or too little for clothes. There is a happy medium. But irrespective of the price you pay, make sure of full value—get 100 cents for every dollar you invest in clothes. Then you are practicing thrift.

"You are decreasing the nation's resources when you pay too little for clothes. It is impossible to get more out of anything than is put into it. To meet low prices, fabrics that could be put to practical uses in other directions are made into clothes. They wear out quickly and create waste. Besides, this is wasteful of the labor required to make them.

"Practice thrift—be economical but not at the cost of your self-respect, self-confidence, efficiency and success. Or at the cost of the nation's resources. Wear good clothes. Look the part of success. Create confidence."—*Men's Wear.*

No More Pint Cans of Enamels

Pint cans of house paints, flat paints, floor paints and enamels, as already announced, are to be eliminated by manufacturers in the interests of conservation. The Conservation Division of the War Industries Board explained that included in the ruling are all white, black, and colored enamels, whether gloss, flat, or semi-gloss and whether listed as architectural enamels, household enamels, floor enamels, lacquers, or under special trade names or designations. The pint can is not to be eliminated, however, in carriage paints and automobile enamels.

To Address Young Ad Men

Norman Weaver, of the Curtis Publishing Company, Philadelphia, will address the members of the Young Ad-Men's Club of New York at their next meeting, to be held on the evening of June 7 at the Advertising Club.



THE name "White Mountain" as applied to fine printing paper is the guarantee of uniformity and excellence.

Remember the name

"WHITE MOUNTAIN"

Specify by name

"WHITE MOUNTAIN"

And when the goods are received look on every package for the name

"White Mountain Enamel"

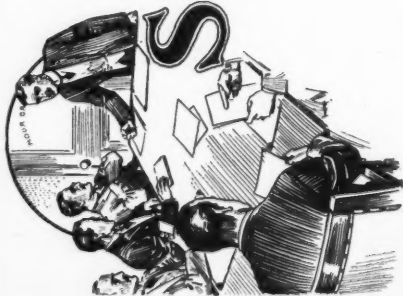
**THE WHITAKER PAPER CO.
CINCINNATI, OHIO**

Birmingham Detroit Atlanta Richmond, Va.

Bay State Division—Baltimore
Smith, Dixon Division—Baltimore

New York Office—501 Fifth Avenue
Chicago Office—Continental & Commercial
Bank Building





Spend some of your advertising appropriation IN CANADA

I F you investigate trade in Canada today you will find an exceedingly prosperous and healthy condition. If you weigh the probabilities of "after the war" conditions, you will find Canada's chances for future growth and expansion as bright as that of any country on earth. If there ever was a "psychological moment" for United States Manufacturers to enter the Canadian market to sell, it is *NOW*.

From every standpoint you will be justified in spending a part of your advertising appropriation in Canada.

**What \$7,000.00 Will Buy in the
CANADIAN METROPOLITAN NEWSPAPERS
Total Circulation Over 2,000,000 Copies**

For \$7,000.00 you can buy 5,000 lines of space in the principal Metropolitan Daily

Total Circulation Over 2,000,000 Copies

For \$7,000.00 you can buy 5,000 lines of space in the principal Metropolitan Daily Newspapers; 5,000 agate lines equal 360 inches.

THIS MEANS— Twelve insertions of 30 inch space (3 columns wide by 10 inches deep).

(One advertisement every other week in the whole list for 6 months.)

OR Eighteen insertions of 20 inch space (2 columns wide by 10 inches deep).

(Three insertions a month for 6 months.)

OR Twenty-four insertions of 15 inch space (2 columns wide by 7½ inches deep).

(One advertisement every week in the whole list of papers for 6 months.)

The size or frequency to suit your product may be determined according to the article, its distribution, price, utility, etc.

In the true interests of your business, you cannot spend \$7,000.00 to better advantage than by putting your name and product steadily before the very cream of the Canadian public—Eight million of the richest people on earth—able to buy—willing to buy.

Spend some of your advertising appropriation in Canada NOW

Write to the Newspapers listed below. Ask them to tell you in detail why you should advertise in their pages—and why you should advertise NOW! Any newspaper (or its representatives in New York or Chicago) in the list below, will be pleased to receive and answer fully, your inquiries regarding the actual and potential market for your goods among their readers.

City	Population	Publication	City	Population	Publication	City	Population	Publication
Halifax	53,000	HERALD & MAIL	Toronto	525,000	GLOBE	Regina	26,105	LEADER
St John	55,000	STANDARD			MAIL & EMPIRE	Saskatoon	21,054	PHOENIX
Quebec	100,000	TELEGRAPH			NEWS			STAR
Montreal	750,000	GAZETTE			STAR	Calgary	56,302	ALBERTAN
		STAR	London	60,000	ADVERTISER			HERALD
		CITIZEN			FREE PRESS	Edmonton	53,794	BULLETIN
Ottawa	101,795	JOURNAL	Winnipeg	225,000	FREE PRESS	Vancouver	97,995	SUN
		DAILIES (M & E)			TRIBUNE	Victoria	45,000	COLONIST

NOTE—This advertisement is one of a series of twelve, all of which contain valuable information and data on Canada under war conditions. They have been prepared in portfolio form. Any of the newspapers named above will send you a portfolio free upon application. Write for it.

Prepared by SMITH, DENNE & MOORE, Limited, Advertising Agency, Toronto and Montreal.

Transforming Emergency into Opportunity



HE last quarter of an hour will be ours." The French people say that—and they have been concentrating on this war since August, 1914. We should be inspired by this spirit—we will be unconquerable because of concentration in thought—in action—in objective.

★ ★ ★

T Selling goods is no different—advertising is no different. Emergencies can be transformed into opportunities. As the premier national Poster Advertising organization, we have pointed out during these last six war-months *real* opportunities to Poster Advertisers.

★ ★ ★

T In over production, in restrictive measures, in new war activities, we have found unexpected trade openings for a number of advertisers.

★ ★ ★

T That is why the largest, the best and the most successful advertisers place their Poster Advertising entirely in our hands.

★ ★ ★

POSTER ADVERTISING CO., Inc.

511 Fifth Ave., New York

Peoples Gas Bldg., Chicago

Atlanta

Cincinnati

Cleveland

Milwaukee

Richmond.

St. Louis

Draft Compels Map Company to Advertise for Salesmen

Expense of Sending Men to Recruit Salesmen from the Colleges Became Prohibitive—Campaign Proving Out

THE National Map Company, of Indianapolis, is one of the largest and oldest manufacturers of maps in the country. This company has, since its inception, marketed the major portion of its product through agents.

And for a number of years, these agents have been recruited largely from colleges throughout the middle west. After several experiments, the officers of the company have determined, at least to their own satisfaction, that the ambitious young college student, who desires to earn money during the summer vacation period, makes an ideal map salesman. Manifestly, theirs is not a proposition for the ordinary back-door canvasser. The successful map salesman must be fairly well educated, intelligent and aggressive.

It has long been the policy of the company to send a representative to the leading colleges in the territory which it wished to cover. This representative would spend possibly a week or ten days at each school, lining up the prospective student salesmen, explaining the National proposition in detail, and getting each individual to fill out a blank form, making application for certain territory. A few weeks later, when the student has signified his readiness to begin selling maps, an experienced trainer goes right into the field with the beginner. This trainer knows maps and men. And it is his job to pass along that knowledge to the embryonic salesman. After a week or so of coaching, the recruit usually develops into a pretty fair map salesman.

But this season, the National Map Company faced a brand-new situation. When it conducted a preliminary investigation to locate the young salesman-to-be, it dis-

covered that "he wasn't there at all." For khaki is being worn extensively nowadays. In some colleges the investigator found that practically every student enrolled had either joined the colors, or expected to become a soldier before the following fall. It soon became evident that the majority of the 1918 salesmen would have to be recruited from among the students who were under age, physically unfit for military service, or who had dependent relatives. A few young women had been employed during previous seasons, but on the whole, they had been found unsatisfactory for the strenuous work. According to the most authentic figures obtainable, it would be necessary for the representative to visit *twice as many* schools as usual, in order to enroll the *usual* quota of salesmen.

And that situation brought the company right up against a stone wall. The cost involved in extending the representative's itinerary was positively prohibitive. The company was already paying, under the old regime, every cent it could possibly afford to line up the student. Yet salesmen—good salesmen—the company simply must have.

THE WAY OUT, WITH MEN SCARCE

In this crisis, some one suggested that an advertising campaign be launched to secure salesmen direct, thus entirely eliminating the representative. Most of the executives of the company were in doubt as to the efficacy of such a campaign. But because *something* had to be done, and done speedily, they consented to discuss the plan.

It was right there that another diabolical problem loomed up to harass the perplexed stockhold-

ers and officers of the company. What type of advertising would prove effective? The ordinary "We - offer - you - a - chance - to-make-good-money-at-congenial-employment" appeal was passed up as impracticable, in view of the prevailing labor shortage. The college student was being besieged on all sides to accept vacation time work at excellent wages. Beyond a doubt, some new appeal must be put forth. It was necessary to find some unusual reason *why* the student should sell National maps.

"I'll tell you what," suggested the advertising agent, after sev-

eral conferences had been held, "let's get up a special War Map, use it as a leader, and build our campaign around that feature. I believe, gentlemen, just as sure as I am sitting here, that a good war map in the home engenders patriotism. When a man can turn to a war map and actually pick out the points where our boys are fighting, it brings the war right home to him. He gets a new, graphic conception of the task we are facing. I am convinced that the salesman who places such a map will be rendering a very real service to the country. Now, the next thing is to convince the salesman."

And that is the plan that was eventually adopted. An "America, Wake Up" campaign was planned. All advertising copy was designed to appeal to the student's patriotism. "Here is an opportunity for you to make money—big money—and at the same time help bring the war home to America" was the theme that was harped on in every advertisement.

The copy is now appearing in eastern and middle western college magazines. The initial advertisement is typical of the entire series. It shows an illustration of a man pointing directly at the college student, with this admonition:

WE WANT MEN—
to help in our
"America-Wake Up"
Campaign

We want to bring the war home to every man, woman and child in the United States, bring it to every home, every store, every factory, pound in the truth that every man, every dollar,



We Want Men

to help us in our
"America-Wake Up"
Campaign

We want to bring the war home to every man, woman and child in this United States, bring it to every home, every store, every factory, pound in the truth that every man, every dollar, every hour—is needed—and the quicker we realize it the quicker the war will end.

Here's How You Can Help!!

We are the largest publishers and distributors of subscription maps in the world. For thirty-three years we have helped thousands of college men earn big summer money with our Sure-Fire, \$5-a-day Guaranteed Minimum Income Plan. Hundreds of men have paid all their year's expenses with the money we paid them for summer work.

This summer we are going to do more than offer a mere money-making proposition. We are going to do our share in bringing the war home to America. We hope to put a War Survey in every home—an actual reproduction of the countries at war—the fighting fronts—the famous Von Hindenberg Line—showing the points of hard-fought battles.

We want to make this war a reality to every loyal American—wake up the country to its full duty, help every man, woman and child to work for the victory that's coming!

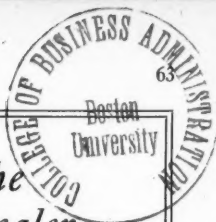
This war survey will bring the war home to us as nothing else will—show where our boys are fighting—enable every man to follow the battle line day by day—make the war a definite, tangible reality—prove to him that he can and must help.

If you are a red-blooded, full-of-pep, on-the-jump American, we want you to help. We want you too, to put your shoulder to the wheel. And incidentally we want to show you how you can earn at least \$5.00 every day while you are doing it! Not only work for it—but have it **Guaranteed**.

Write us a post card or a letter right now! Not tomorrow! Get in line. There's not a minute to lose—not a minute! This work must be done and done quickly. If you don't want to handle it—show this announcement to some live-wire who does.

National Map Co.
Indianapolis, Ind.

TIMELY ADVERTISING TO COLLEGE MEN



*“You must use the
Cleveland Plain Dealer
to cover the Western Reserve”*

Cleveland is not only the largest, wealthiest, busiest and most important city in Ohio, but the hub around which the activities of scores of other important cities and towns are connected by close community of interest.

70% of the Plain Dealer's more than 180,000 daily and 215,000 Sunday circulation is within a radius of 35 miles of the office of publication—embracing 122 cities and towns: practically Metropolitan Cleveland.

85% of the Plain Dealer's circulation is within a radius of 65 miles, embracing 168 cities and towns.

95% of the Plain Dealer's circulation is within a radius of 100 miles embracing 246 cities and towns in Ohio alone.

Most of these cities and towns have their own daily or weekly newspapers, read for local news and unmatched for local advertising, but these towns are so closely and inseparably identified with Cleveland that the Cleveland Plain Dealer is indispensable to those of their citizens who *must* keep in touch with the larger affairs of the great city.

The influence of the Plain Dealer in these cities—invariably transcending that of the local papers (for otherwise it would not be needed)—is invaluable for any advertiser contemplating an intensive campaign in the rich and responsive Western Reserve.

The Plain Dealer

FIRST NEWSPAPER OF CLEVELAND, SIXTH CITY

Eastern Representative:

JOHN B. WOODWARD

Times Building

NEW YORK

Western Representative:

JOHN GLASS

CHICAGO

Peoples Gas Building

every hour—is needed—and the quicker we realize it the quicker the war will end.

Here's How You Can Help

We are the largest publishers and distributors of subscription maps in the world. For thirty-three years we have helped thousands of college men earn big summer money with our Sure-Fire, \$5-a-day Guaranteed Minimum Income plan. Hundreds of men have paid all their year's expenses with the money we paid them for summer work.

This summer we are going to do more than offer a mere money-making proposition. We are going to do our share in bringing the war home to America. We hope to put a War Survey in every home—an actual reproduction of the countries at war—the fighting fronts—the famous von Hindenburg Line—showing points of hard-fought battles.

We want to make this war a reality to every loyal American—wake up the country to its full duty, help every man woman and child to work for the victory that's coming.

This war survey will bring the war home to us as nothing else will—show where our boys are fighting—enable every man to follow the battle line day by day—make the war a definite, tangible reality—prove to him that he can and must help.

If you are a red-blooded, full-of-pep, on-the-jump American, we want you to help. We want you too, to put your shoulder to the wheel. And, incidentally, we want to show you how you can earn at least \$5 every day while you are doing it. Not only work for it—but have it *Guaranteed*.

Write us a post card or a letter right now! Not to-morrow! Get in line. There's not a minute to lose—not a minute! This work must be done and done quickly. If you don't want to handle it—show this announcement to some live-wire who does.

Students who answer the advertisements receive an elaborate book titled "How to Earn Your Way Through College." This book is handled in inspirational style throughout. It dwells at length upon the "ready-and-waiting" market for war maps, and the service that the young man can render in placing such maps in stores, factories, offices and homes. With the book goes a forceful letter, reiterating the same arguments. Additional letters, with suitable enclosures are used as follow-ups.

A unique feature of the National plan is what they term the "Sure-Fire-\$5-a-Day Guaranteed Minimum Income Plan." Of this plan, E. A. Peterson, president of

the company, says, "We have used the Guaranteed Minimum Income idea for several seasons, and it has worked out in an eminently satisfactory manner. The proposition is simply this: We require that a salesman work for us for seventy-five days, on a liberal commission plan, making out a report each day on blank form which we furnish, showing that he has made the prescribed number of calls. Then, if, at the end of that time, his earnings have not averaged \$5 a day, or a total of \$375 we will make up the deficit in cash.

"We can well afford to make this offer," continued Mr. Peterson, "because we find that it aids us very materially in securing student-salesmen. And where a man has the sand to stick with the National line for seventy-five days, working faithfully during that period, it is seldom indeed that his commissions do not average more than \$5 a day."

Inquiries and applications coming in each day from the few students who have, up to this time, been reached by the advertising, would indicate that the plan is logical in its conception and execution. As soon as the students are signed up, and signify that they are ready to take on the line, it is planned to send out a trainer with each individual, just as in previous years.

The National Map Company's campaign was a case of the only way out. Many other concerns, brought face to face with similar conditions, are turning to advertise for relief. Having once thoroughly tested the efficacy of the printed page, will these business houses, when peace is restored, turn again to the expensive and often unsatisfactory methods in vogue before the war? It is a thought-provoking question that every advertising man can well afford to consider carefully. What is the future of advertising? Will conditions ever again be "normal" as we understood that term in the days before America entered the world conflict?

Everybody's

Beginning with the
July issue will be

20 Cents a Copy

*The Following Resolution was Unanimously
Adopted on May 22nd, 1918, by*

*The National Association of
Manufacturers*

in Conference in New York City

WHEREAS, Sunset Magazine, a monthly periodical issued in the city of San Francisco, has recently published a series of articles relating the causes and circumstances operating to restrict ship production in that region, and

WHEREAS, the facts carefully compiled and admirably presented have, in our opinion, contributed in no small degree to the stimulation of increased efficiency in ship production, and

WHEREAS, malicious and unwarranted attacks have been made upon this publication because of its able and courageous presentation of facts with which the people of this country should be familiar,

THEREFORE be it resolved that the National Association of Manufacturers, in convention assembled, expresses its appreciation of the valuable contribution Sunset Magazine has made to our knowledge of production conditions in the vital business of shipbuilding and recommends this periodical to the attentive consideration of business men.

The resolution passed by the National Association of Manufacturers (see page opposite) is most convincing evidence of the high esteem in which *Sunset* is held by the representatives of the leading business interests of the whole country.

Sunset's real strength, however, lies in its home section—the Far Western States—where this magazine is regarded as a most important factor in the business and home life of the people beyond the Rockies.

Within the past year *Sunset's* circulation in these Far Western States has increased from 69,000 to more than 92,000. National Guaranteed Net Paid Circulation 125,000.

Advertisers reach the cream of the Far Western population through *Sunset*, the only magazine of national scope published in the Far West.

Sunset Magazine, Inc.

SAN FRANCISCO, CALIFORNIA

Los Angeles
I. W. Hellman Building

Seattle
Henry Building

New York
220 West 42nd Street

Chicago
Peoples Gas Building

Boston
6 Beacon Street



Fort Worth Star-Telegram

FAR IN THE LEAD

IN CIRCULATION AND ADVERTISING

CIRCULATION FOR APRIL, 1918

Net Paid Average

65,225

NET PAID CITY	-	-	-	26,110
NET PAID SUBURBAN	-	-	-	2,084
NET PAID COUNTRY	-	-	-	37,031
NET PAID TOTAL	-	-	-	65,225
UNPAID	-	-	-	909
PAID AND UNPAID	-	-	-	66,134

**THIS IS MORE THAN DOUBLE THE CIRCULATION OF ANY OTHER
FORT WORTH NEWSPAPER**

ADVERTISING FOR APRIL, 1918

EXCESS OVER NEXT PAPER

LOCAL DISPLAY	-	-	48 %
FOREIGN DISPLAY	-	-	101 %
CLASSIFIED	-	-	45 %

During April, the Star-Telegram carried 9,391 more individual classified advertisements than any other Fort Worth paper, an excess of 204%

**In Fort Worth It's The Star-Telegram
OVER 60,000 DAILY AND SUNDAY**

MEMBER A. B. C.

AMON G. CARTER, Vice-Pres. & Gen. Mgr.

The Possibilities of "Zoning" the Distribution of Merchandise

Tendencies of Government Direction of Industry Which Will Bear Watching—National Advertisers Acutely Concerned.

Special Washington Correspondence

WHAT is the likelihood that manufacturers will be put upon a zone-distribution basis?

This highly disturbing question is a direct corollary of a rumor which has agitated the manufacturers of agricultural implements. Almost upon the heels of the news that Uncle Sam would license these manufacturers, this rumor followed quick and was credited in several quarters. Each manufacturer, gossip had it, was to be restricted in his distribution to certain geographical limits and he would thus be compelled to concentrate in the territory adjacent to his factory.

The fact that this particular rumor is, at least, for the time being, entirely without foundation may not lessen the interest of advertisers in the broad question of whether one effect of war conditions will not be to encourage "zoning." Frankly, it may be said that "zoning" is a new departure in American business practice to which our war administration appears to be taking enthusiastically, even as it has taken to certain other new kinks such as purchasing by allocation and allotment.

To date the most conspicuous example of this new zone theory is found in the ambitious plan which the United States Fuel Administration has undertaken to carry out in the distribution of the 1918 output of coal and the object of which is to eliminate as nearly as possible "cross hauls," so called and bring about the consumption of the output of each mine as near as may be to the seat of production. Persons who have followed the operations of the U. S. Food Administration realize, of course, that this section of our war organization is doing everything possible to en-

courage the idea of zone distribution in fields such as flour milling. Readers of *PRINTERS' INK* have been told how Chairman Colver of the Federal Trade Commission is leaning to the regional or zone idea, with its curtailment of long hauls, as one solution of the problems in connection with paper supply.

FREIGHT RATES WORK FOR NEARBY BUYING

Now, as though to accelerate a marked trend toward zonal distribution comes the sharp increase in railroad freight rates. Whether the necessity of paying advanced carrying charges that will necessitate increases in the retail prices of goods will impel merchants to cast about for sources of supply nearer home remains to be seen. But the opinion of the transportation experts at Washington is that certain pressure in this direction is to be expected. Students of transportation conditions are prepared, however, for any such tendency to readjustment to manifest itself very gradually. Much will depend on the attitude of the consuming public with reference to the boosted prices. Cynical observers say that they have never known, in the past, an instance where retailers could not be depended upon to add, for every cent paid in additional freight charges, from 5 to 25 cents to the toll taken from the ultimate consumers. If the public stands firm in allegiance to "the kind you have always bought," even in the face of a price penalty exacted in the name of higher freight rates, retailers may be expected to continue on the even tenor of their way but if the retail price advances based on the increased freight rates have the effect of inducing a perceptible curtailment of buying,

retailers may be expected to look around for substitutes made nearer home and on which, in consequence of the short haul, the transportation charges will be less.

Discussing for PRINTERS' INK the trend to "zoning" in manufacturing and merchandising, G. C. White, transportation specialist of the U. S. Bureau of Markets, said: "The war has simply hastened something that was bound to come as a result of the increase of population in this country and other influences. In the past we have never found the average manufacturer so happy as when he has managed to make a sale in the territory of a competitor. Meanwhile, the rival, presumably, is directing his best effort to selling far from home in the immediate environment of his competitor. Coincident with the cross purposes in sales promotion, we have had the freight agents of two or more railroads contesting for the shipments. That represents economic waste that must be eliminated to a certain extent, even allowing for the preference of retailers and consumers for given brands of goods."

Getting back to the discussion of the rumor that farm implement manufacturers are to be placed on a zone basis, it must be made clear that the denial that such a course is now in contemplation by the Department of Agriculture does not mean that the scheme has not been suggested. On the contrary, responsible interests within the trade have stated to the officials at Washington that one of the most serious wastes in the merchandising of tools and farm machines is to be found in the cross hauling of articles of the same class. The situation has been illustrated by the spectacle of Illinois manufacturers of implements shipping their product to New York State, while New York manufacturers are sending goods of the same character to Illinois.

Practical men who have studied the question assert that it is going to be extremely difficult to carry

out any system of zoning except to a limited extent. Aside from the preferences of individual purchasers for lines to which they are accustomed or on which they have been sold by national advertising, there is the complication that one State may have but a single implement factory to sell against, perhaps, a dozen factories in another State, so that with the best will in the world the local factory would under such circumstances be insufficient to take care of local demand.

Again, the argument is put forth that even the manufacturer who would prefer to dispose of his entire output through outlets close to home is apt to find that so long as his territory is invaded by outside manufacturers it is virtually necessary for him, in turn, to direct his selling effort into far-away fields in order to keep his factory force fully occupied. While on the face of things, any policy contemplative of distribution by zones would seem to be applicable only to staples such as flour (as standardized by the Food Administration) or to familiar, unpatented articles such as elementary tools that may be produced in virtually equivalent form in the various parts of the country, the officials at Washington who believe in the zone theory are deeply interested in the possibilities of endorsement for their idea to be found in the action of various manufacturers of trade-marked specialties who are establishing regional factories at various points throughout the country instead of relying upon a single fountain head to supply the entire national community. Governmental price fixing to whatever extent it insures uniformity of quotations is conceded to help pave the way for zone distribution. To bring about such influence it is not necessary that there be downright price dictation. It may suffice if the regulation, as in the case of farm implements, is merely a supervision to prevent profiteering and the hoarding that is conducive to speculative prices.

THE August issue of Today's Housewife — closing June 10th—already has scheduled a greater advertising lineage than any previous August in the magazine's history.

The total lineage for June, July and August of this year is already greater than for these three corresponding months in any previous year in the magazine's history.

Today's Housewife

"A National Authority
on Better Home-making"

New England Won Over by War Trade Board

Conference with Exporting Manufacturers Held at Boston by Washington Officials—Complaints Heard and Answered—Board Urges Manufacturers to Go After Foreign Trade

FIVE HUNDRED executives of the New England States placed their problems squarely before Messrs. Richards, Van Sinderen, Peterson, Bullock and Orcutt of the War Trade Board, on May 28, at a conference held by the Boston Export Round Table.

This conference was called by the Boston Export Round Table because of the existence of too many misunderstandings between the exporters and importers of New England and the Board.

New England's position was placed before the Board by Walter F. Wyman, of Carter's Ink Co., who took issue with the published statement that the War Trade Board was a necessarily destructive force. "The war itself is the destructive force," he insisted. "The War Trade Board is the surgeon. We do not blame the surgeon who performs an operation necessitated by a cause beyond his control. We do bar from our homes and from our hospitals the surgeon who removes an arm at the shoulder when he should have only amputated a finger at its base."

C. A. Richards, chairman of the Contraband Committee in his able summary, "The War Trade Board—What It Means to the Allies—What It Means to the Central Powers," quickly made clear that the Board was "restrictive" rather than "destructive." In proof of the magnitude of its operations he pointed to the fact that from its birth only less than a year ago it had averaged eight new employees a day and that it now has a staff of eighteen hundred. He pointed out the reciprocal arrangements which it has brought into being

with neutral countries and made at the conference the initial announcement of a completed arrangement with Norway. To illustrate the War Trade Board's activities, he cited examples of the economic pressure it had brought on Germany. One striking proof of effectiveness was shown in the statement that Germany's butter ration has been cut 70 per cent and now is only eight-tenths of an ounce per day.

Alexander H. Bullock, Director of Branches and Customs, ended the hopes of New England for direct granting of licenses in Boston by a masterly analysis of the objections. It was an open secret that New England had built up a seemingly invincible array of reasons for largely increased discretionary powers for Roland M. Baker, Boston representative of the War Trade Board. Mr. Bullock proved so conclusively the undesirability of the delegation of further power to the eighteen branch offices that not one of the many plans prepared was even mentioned in the round table discussion following the addresses.

H. B. Van Sinderen, Director of the Bureau of Exports, scored a personal victory due to his keen insight into New England conditions. He gave a clean-cut delineation of changes in policy and procedure which removed unnecessary hardships under which New England has been laboring. "Fight for the export trade of the United States," he urged, "fight with the same indomitable spirit which France is showing in the defense of France. The nation needs your help so that the maximum trade may result with the minimum of risk to our country's supplies and necessities. Do not let the difficulties deter you."

The out of town delegations included banking, forwarding, transportation, credit, advertising and sales interests in Attleboro, Worcester, Providence, Taunton, New Bedford, Salem, Nashua, Portland, New Haven, Worcester, Springfield and Harrisburg. A strong New York delegation was present.

C C C C

The Four "Cs" are especially pertinent just now because

Washington, D. C.

—grown and growing by the tens of thousands, owing to the vast expansion of governmental business, is

The Natural Field for the National Advertiser

No. 1—CIRCULATION

"The Star Lights Every Corner of the National Capital." Evening Star, over 95,000; Sunday Star, over 75,000. Daily 2c., Sunday 5c., non-returnable. The Star is served by its own exclusive carrier system in every block of Washington.—"From Press to Home within the Hour."

No. 2—CONCENTRATION

The circulation of The Star is highly concentrated in Washington and its immediate environs. This circulation is further concentrated into ONE edition—no waste or duplication.

No. 3—CO-OPERATION

The Star provides intelligent, intensive merchandising service for the national advertiser. The Star also co-operates by keeping its columns free from questionable, false, or unpalatable advertising.

No. 4—CONSERVATION

The Star is supreme in the local field. The national advertiser in The Star gets maximum results at minimum cost. The flat rate in the Evening Star is 16c.; in the Sunday Star, 12c.

1908—1918

THIS month marks the tenth anniversary of The David Gibson Company.

In this decade an institution has been built up, devoted exclusively to the complete production of House Organs—writing, editing, printing.

This organization, located in Cleveland, does a national business, the patrons now extending from Boston to Kansas City.

A House Organ is produced every day in the month, with a total circulation exceeding that of any business magazine.

Some of these individual units of circulation are for small lists, others are for large ones, but all are produced with high economy and efficiency.

The success of The David Gibson Company in this new field of publishing has been for two reasons:

First, there has been a large field, a market, for its service, due to the difficulty and uncertainty and expense to the average business in providing the organization to write, edit, and handle a House Organ.

And these difficulties have increased with war-time conditions.

Second, the Gibson magazines were the first business publications to adopt honesty as their leading editorial motive—to show the self-interest value of honesty in business.

It has been the editorial policy of these magazines to show in an interesting and simple way the real, the fundamental purpose of the business system; to expound sound economics in a way that anyone can understand them; and to demonstrate that in a sound business system lies the true hope of democracy.

The David Gibson Company has it from both the users and readers of the Gibson magazines—some of the best business minds of the times—that aside from their main and direct purpose of selling goods, they have been an educational force for better manufacturing, better merchandising, and a better relation between the employer and the employed—that in these latter functions they have also contributed to the direct selling effort.

The June number of *Gibson's Magazine*, the House Organ of the Gibson organization, will contain the very interesting history of these magazines—the origin of the idea and its development. This will be mailed to sales executives upon request.

THE DAVID GIBSON COMPANY
812 Huron Road Cleveland, Ohio

"It's Everywhere"

If it's in your office, it's right up close to your elbow. If it's in your home, it's always within reach, ready for instant use. Its well-thumbed pages are as familiar to you as your watch or your fountain pen.

It's the New York City Telephone Directory

Here's a medium that reaches all the best buyers, is consulted 2,500,000 times every day and is on duty every day for a period of from three to five months.

We know that it is building business because 80% OF ITS ADVERTISERS ARE RENEWING THEIR ARRANGEMENTS ISSUE AFTER ISSUE.

*Why not ask for
particulars today?*

NEW YORK TELEPHONE CO
Directory Advertising Department
15 DEY STREET ∴ NEW YORK
Telephone -CORTLANDT- 12000.

Advertising Increases Flax Acreage in Northwest

How the Consumers Are Encouraging the Farmers to Raise Larger Crops and Thus Aid the Government—War Has Reduced Importation of Flax to Minimum

By Frank Leroy Blanchard

WE hear much these days about the necessity of raising great crops of wheat, rye, oats, corn and barley to feed the armies and the people at home and in the countries of our allies.

But there is another kind of grain not used for human food which plays an important part in the prosecution of the war. Flax seed, which, in the minds of many of us, is associated solely with poultices, is so essential in the manufacture of many articles of commerce that any material shrinkage in the annual crop is apt to play hob with many industries.

Practically the only product made directly from flax seed is linseed oil, which is a necessary and in some cases the chief ingredient of paints, varnishes, printing ink and floor finishes. It is used in rendering waterproof canvas, tents and slickers. It is employed in the manufacture of tarpaulins, oil cloth and linoleums. It is a necessity in metal, wood and glass construction work; in the canning industry and in sanitary housing.

The United States Government will need 4,000,000 bushels of flax seed, or linseed as it is known abroad, to meet its requirements during 1918. The normal consumption in this country is 28,000,000 bushels. Since 1902 there have been only three years when the home grown crop of flax has reached this figure. In 1902 the yield was 29,285,000 bushels; in 1905, 28,478,000 bushels; and in 1912, 28,073,000 bushels. Last year, 1916, the crop, owing to weather conditions, was the smallest recorded in several decades, 8,473,000 bushels.

Previous to 1918 the United

States has been able to secure all the additional flax it required from Argentina, in South America; and from India. These sources of supply are not so available as they were formerly, chiefly owing to the lack of transportation facilities. The Government, moreover, will not now permit ships to charter their space for importing flax on the ground that the ships are needed for the transportation of foodstuffs. It does not, however, forbid the use of vessels chartered for the purpose previous to the adoption of its present rule. This restriction, together with partial failure of the crop last year, has seriously reduced the supply of flax seed for the manufacture of linseed oil.

GOVERNMENT'S NEED OF FLAX

But whatever happens to the industries depending upon the production of this important product the requirements of the Government must be supplied. Linseed oil is essential to the health and protection of our soldiers and sailors and to the successful prosecution of the war. It is used in painting the ships, hospitals and cantonment buildings, the Government's orders for paint alone amounting to millions of dollars. Through the art of camouflage it gives protection to marching troops and cloaks the location of batteries and supplies.

With these facts in mind the importance of persuading the farmers to raise the largest crop of flax possible this year is apparent. What has been done to induce them to increase their flax acreage? And what are the present crop prospects? In order to understand the situation it will be necessary for us to go back to

1910, when the principal linseed oil consumers of the United States—the crushers, the manufacturers of paint, varnish, white lead and zinc, linoleum and oilcloth—realizing the need of action on their part to encourage and develop the flax-growing industry, organized the Flax Development Committee. The functions of this body were, and still are, “to collect the necessary funds from which to make donations to State agricultural institutions and meet expenses in the development and improvement of flax seed production in the United States, and to carry on the relations of linseed oil consumers with the officials of the Federal and State agricultural departments and others.”

In order to stabilize the industry the committee was obliged later on to extend its work in directions not originally contemplated. It began at the very foundation of flax growing. It secured the co-operation of the agricultural experiment stations and colleges of North Dakota, Montana, Minnesota and South Dakota, the four States in the order named being the largest growers of flax in this country. Contributions of money were made to some of these institutions for making laboratory tests of seeds and soils, for carrying on experiments in growing the various kinds of flax, and in determining just what conditions are necessary for securing the largest and best yield. Without these contributions none of the stations would have been able to carry its investigations as far as they have.

One of the agricultural experts who has given the subject of flax growing special attention is H. L. Bolley, plant pathologist of the Agricultural College of North Dakota, who has written several treatises that have been of great help to the farmers. Others who have done excellent work are C. H. Clark, of the United States

Department of Agriculture, who is also located in North Dakota; George W. Randlett, director of the extension work of the State Agricultural College of the same State; M. L. Wilson, of the Montana Experiment Station, and A. D. Wilson, director of the University of Minnesota College of Agriculture.

Although the Flax Development Committee, when it was first established, had no intention of employing advertising to arouse the interest of farmers in the Northwest in flax growing, it found a few years later that, owing to conditions developing abroad, as well as in our own country, tending to a reduction in the world's production of flax seed, it was advisable to include advertising in its activities. The colleges and experiment stations were accumulating a lot of valuable data on flax

production and continued to distribute same for the benefit of the farmers.

Three years ago a definite advertising programme was adopted. Two agricultural papers were chosen to carry the advertising. For the three months preceding the planting season generous space was used, the aim of the copy being to show the farmers the de-

(Continued on page 83)

Big Profits in Flax!

THE Farmers of the Great Northwest have placed themselves on the Country's Roll of Honor this spring by sowing the largest area of food crops on record.

Keep Up the Pace— Grow Flax!

THE BEST CASH CROP!

A year ago in this paper we explained that the United States in 1916 raised only 15,000,000 bushels of flax, or one-half our needs. The price was then the highest in 50 years.

In 1917, we raised only 8,500,000 bushels of flax. The price has gone much higher than it was a year ago, until it is now over \$4.00 a bushel.

South America can no longer make up our shortage because all the ships are used in the war and the war itself increases our need for flax.

Thus with the flax demand greater than ever and the supply shorter, the prices must continue exceedingly high. The profits from growing flax were never so great as now.

Grow flax on new land, grow it on any spare land. Flax may also be sown after it is too late for sowing other crops. A bushel of flax will seed three acres, at a present cost of about \$1.00 an acre. It is therefore one of the cheapest crops to sow.

Write to your experiment station for any information about growing flax. The Northwestern experiment stations are located respectively at St. Paul, Minn., Fargo, N. D., Bismarck, S. D., and Bozeman, Mont. Your local driver can get you sowing flax.

Help Win the War— Grow Flax!

ASSOCIATION OF AMERICAN FLAX
SEED CONSUMERS

THE APPEAL TO FARMERS
TO GROW MORE FLAX

SOUTHERN BANK CLEARINGS

Prosperity in Dixieland as Evidenced by Immense and Increasing Sums of Money Circulated

BILLIONS upon billions of dollars are freely circulating in the Southern States nowadays. Clearing house reports of thirty Southern cities show clearings as follows:

<i>April 1918</i>	<i>April 1917</i>	<i>1st 4 Mos. 1918</i>	<i>1st 4 Mos. 1917</i>
\$2,830,782,908	\$2,072,174,622	\$11,257,731,329	\$8,143,614,759

An increase of 27.6 per cent in the four months of 1918 over 1917! Every city made substantial advance. In the April showing Atlanta jumped from \$102 Million in 1917 to \$177 Million in 1918; New Orleans advanced from \$153 Million to \$240 Million; Nashville from \$40 Million to \$58 Million; Chattanooga from \$13 Million to \$20 Million; Jacksonville, \$17 Million to \$21 Million; Columbia, S. C., \$5 Million to \$8 Million; Houston, \$47 Million to \$55 Million; Little Rock, \$14 Million to \$20 Million; Louisville, \$80 Million to \$100 Million.

Some of these millions, no doubt, were spent for advertised products, advertised in Southern newspapers. If your proposition is not being presented in these influential mediums, consult your advertising agency about an aggressive campaign in the territory where money is plentiful.

ALABAMA

Birmingham Age-Herald
Birmingham Ledger.
Birmingham News
Gadsden Journal
Mobile Register
Montgomery Advertiser
Montgomery Journal

ARKANSAS

Little Rock Arkansas Democrat

FLORIDA

Jacksonville Times-Union
Miami Herald
Miami Metropolis
Palm Beach Daily Post
St. Augustine Record
St. Petersburg Independent
Tampa Times

GEORGIA

Albany Herald
Athens Banner
Atlanta Constitution
Atlanta Georgian and Sunday American
Atlanta Journal

GEORGIA (cont.)

Augusta Herald
Macon News
Macon Telegraph
Savannah Morning News

KENTUCKY

Lexington Herald
Lexington Leader
Louisville Courier-Journal
and Louisville Times

LOUISIANA

New Orleans Item

NORTH CAROLINA

Asheville Citizen
Asheville Times
Charlotte News
Charlotte Observer
Concord Tribune
Greensboro News
Raleigh Times
Rocky Mount Telegram
Salisbury Post
Wilmington Dispatch
Wilmington Star
Winston-Salem Journal

SOUTH CAROLINA

Anderson Daily Mail
Charleston American
Columbia State
Greenville News
Spartanburg Herald
Spartanburg Journal

TENNESSEE

Chattanooga News
Chattanooga Times
Knoxville Journal & Tribune
Knoxville Sentinel
Memphis Commercial-Appeal
Nashville Banner
Nashville Tennessean and American

TEXAS

Beaumont Enterprise
Beaumont Journal
Fl. Worth Star-Telegram
Galveston News
Houston Post

VIRGINIA

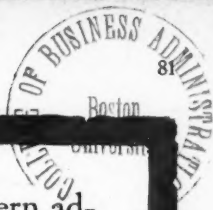
Lynchburg News
Petersburg Daily Progress

[Prepared by Massengale Advertising Agency, Atlanta, Ga.]

Fuller & Smith

Advertising - Cleveland





THE clients of the modern advertising agency come to it without the old-fashioned, spell-binding solicitation. They are attracted by the agency's character, standing and product; and usually open the negotiations themselves.

The clients served by
Fuller & Smith are:

The Aluminum Castings Co.—"Lynite" and "Lynux" Products.
The American Multigraph Sales Company—The "Multigraph."
The Austin Company—Standard and Special Factory-Buildings.
The Beaver Board Companies—"Beaver Board."
Borton & Borton—Investment Securities.
The Bourne-Fuller Company—Iron and Steel Jobbers.
Burroughs Adding Machine Co.—Figuring and Bookkeeping Machines.
The Central Brass Manufacturing Company—"Quick-pressure" Faucets.
The Cleveland and Buffalo Transit Company—Lake Steamship Lines.
The Cleveland Osborn Mfg. Co.—Moulding Machines and Foundry Supplies.
The Cleveland Provison Company—Wholesale Meats.
The Glidden Company—Varnishes and "Jap-a-lac" Household Finishes.
Ivanhoe-Regent Works of General Electric Co.—"Regent" Illuminating Glassware; "Ivanhoe" Metal Reflectors.
The Joseph & Feiss Co.—"Clothcraft" Men's Ready-To-Wear Clothing.
Landon School of Illustrating and Cartooning—Correspondence School.
National Lamp Works of General Electric Co.—Mazda Lamps.
The Peck, Stow & Wilcox Co.—Mechanics' Tools; Builders' Hardware.
Pittsburgh Gage & Supply Co.—"Gainaday" Electric Washing Machines.
The M. T. Silver Co.—"Silver Style" Women's Suits and Coats.
Hotels Statler Co., Inc.—Hotels in Buffalo, Cleveland, Detroit and St. Louis.
J. Stevens Arms Company—Firearms.
John R. Thompson Co.—Restaurants in 38 cities in the United States and Canada.
The Timken-Detroit Axle Co.—Front and Rear Axles for Motor Vehicles.
The Timken Roller Bearing Company—Roller Bearings.
University School—College Preparatory School.
The Upton Nut Co.—Manufacturers of Iron and Steel Products.
Westinghouse Electric and Manufacturing Co.—Railway and Power Plant Apparatus, Motors, Fans, Heating Devices, Automobile Equipment.
Willard Storage Battery Company—Storage Batteries.

An OFFSET PAPER with A Reputation to Maintain

For every grade of paper there is a certain standard—a sheet that combines all the desirable qualities.

EQUATOR OFFSET

has a reputation among offset printers and users of being the standard offset paper—The one sheet giving the best printing results and the greatest production day after day the year 'round. Equator Offset is made as a specialty. Rigid adherence to a certain standard for strength, finish, sizing, color and packing is producing a specialty Offset paper as uniform from every standpoint as is humanly and mechanically possible.

Send for samples and prices

SEAMAN PAPER COMPANY

Formerly

BERMINGHAM & SEAMAN CO.

Paper Manufacturers

CHICAGO

208 So. LaSalle St.

NEW YORK

200 Fifth Avenue

St. Louis Minneapolis Milwaukee Buffalo St. Paul Philadelphia

sirability of including flax in their list of growing crops. In addition several new bulletins were issued giving complete information as to the preparation of the soil, the kind of seed to be used, how to deal with diseases that attack growing crops, suggestions upon harvesting, etc. These bulletins were distributed to many thousands of farmers and others whose addresses were listed.

Posters were also employed not only to supplement the work of the periodical and bulletin advertising, but to influence favorably those farmers who might not be readers of the publications. They were tacked up in the village stores and post offices, on the fences at cross-roads, in public halls and in some cases on the outer walls of the churches. The posters used in this year's campaign are not highly colored examples of the lithographer's art, but just small plain black and white sheets, carrying a simple message that can be easily understood.

The publishers of the country weeklies having expressed a willingness to aid the cause are furnished a page of plate matter dealing with flax-growing problems.

This advertising campaign has now been carried on for three seasons. How much of the improvement that has been made in the flax industry may be attributed to its influence cannot be definitely stated, but that it has performed a most important service. In 1915, the year preceding the beginning of the advertising campaign, 660,000 acres were planted to flax in North Dakota. This was about one-half the acreage of 1912, when a bumper crop of 12,086,000 bushels had been produced in that State. In 1916, when the advertising was started, there was a gain of 125,000 acres over the acreage of 1915. Last year, 1917, there was a further gain of 175,000 acres, or a total of 965,000 acres. The total acreage in the entire country was 1,809,000 acres, as compared with 1,387,000 acres in 1915.

C. T. Nolan, chairman of the

Flax Development Committee, who has probably given more time and study to the flax problem than any of his associates, in talking to PRINTERS' INK, said:

"We are much pleased with the progress that has been made and are determined to continue the good work. When, in 1912, the world crop of flax, 147,584,080 bushels, broke all records, the price broke to such a low figure that 10,000,000 less bushels were raised in the United States the following year. In 1914 the acreage was still further reduced. To stop this downward tendency we had to work quickly. Advertising did the trick. We have labored to keep alive the interest in flax-growing. To this end we have been obliged to do something we never intended to do—furnish statistics and market quotations. The farmers of to-day want to know what is going on in the flax industry, what the production is in foreign countries as well as our own and what prices are being paid.

"If the weather conditions are favorable and the work that has been done to check the diseases that have recently attacked the roots and stalks of the growing flax proves effective, we are going to have the largest harvest we have had for several years. If this should prove true, the linseed oil industry will be able to get along for another year without importing large quantities of flax seed from South America or

The Grocery Clerk as a Vagrant

Sir Hugh John MacDonald, police magistrate of Winnipeg, according to newspaper reports, has ordered the wholesale arrest of men engaged in various employments under the anti-loafing act. Men doing work that can be done by women are according to his ruling to be classed as vagrants. In this class he groups men conducting confectionery stores, and clerking in grocery stores. There have been instances of women police magistrates. So Sir Hugh might possibly be hoisted by his own petard. It is very questionable if a woman police magistrate could render a more frankly foolish decision than the one ascribed to Winnipeg's police magistrate.—*Canadian Grocer*.

Free Service as Profitable Advertising

Advertisers Who Are Counsellors to Their Retailers Will Find Helpful Points to Suggest from the Experiences of an Enterprising Missouri House

By Frederick C. Kuhn

SINCE the Government's suggestion that retail merchants eliminate many of the unessential forms of store service, advertising men and sales managers generally have sought to discourage their trade from extending any of those delightful little frills and fancies which formerly added much to the comfort and luxury of a tour of the downtown shops.

Yet, while it is a comparatively simple task to separate the essential from the unessential, some sales and ad folk have failed to distinguish correctly between store service which involves added expense and that which does not. Instead, through the medium of dealer house-organs, business publications and the personal work of traveling salesmen, they have advocated a strict curtailment of all forms of service. In some cases this has resulted in a severe slump in sales, and the well-intentioned manufacturer has suffered indirectly through his failure to interpret the real meaning of the Government's recommendations.

What follows is an account of how one retailer capitalizes courtesy—the first lesson in retail store service. It can admirably serve as a model for those readers of *PRINTERS' INK* who are seeking to encourage better merchandising. The important fact to keep in mind is that these friendly little tricks and clever hunches necessitate no increase in store employees and really constitute a legitimate branch of advertising. It is useless to urge your retail distributors to advertise in their local newspapers, display their merchandise attractively and train their salesfolk to sell your goods—and then let the trade gravitate

elsewhere because of failure to render the kind of service that shoppers have been educated to expect.

The retailer in question is W. H. Ellis, of Ellis Brothers, druggists, Vandalia, Missouri.

Most retail merchants believe in the cash value of courtesy. Yet, according to Ellis, the average retailer does not realize its broader business application and contents himself with a polite "Thank you" and perhaps some small personal service like the wrapping of an occasional bundle or the free use of the telephone.

COURTEOUS IN THAT WHICH IS LEAST

"The possibilities of capitalizing courtesy were impressed upon us several years ago," says W. H. Ellis. "One day a stranger entered suffering from an acute attack of indigestion. He asked if he couldn't sit down until he felt better. I did what I suppose any other merchant would have done under similar circumstances. I conducted him to the rear, gave him a comfortable place to lie down and fixed up a tonic to relieve his pain. A simple service to be sure, but not long after he moved to Vandalia and quickly became one of our best customers.

"Another time a little girl bought a bottle of cough syrup. Just a few yards away from our store she dropped the bottle and broke it. Undecided whether to go home and risk a scolding, she came in sobbing. We cheered her up, gave her another bottle and sent her home all sunny smiles. Naturally she told her mother, who called to thank us, insisted upon our taking the quarter, and

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**How Are
You
Building
Your
Business?**

**SOLID ROCK
OF PRESTIGE
AND GOOD WILL**

**SHIFTING SANDS
OF COMPETITION**

To establish your product
and service on a firm, en-
during basis, use The Iron
Age, the greatest medium
in the field of IRON—STEEL
FOUNDRY—MACHINERY
—METAL WORKING.

THE IRON AGE
(Member Audit Bureau of Circulations)
239 West 39th Street New York City

The Times-Star

A Newspaper That Makes Good

THE Cincinnati consumer market has long been recognized by National advertisers as a wonderful business proposition, as a splendid field in which to introduce and sell Nationally advertised products. With a concentrated population within the Cincinnati retailing, jobbing and wholesale zone, this consumer market is easily accessible. The people of Cincinnati and its zone are going through the most prosperous period in the history of the State of Ohio. Large amounts of money are going into weekly pay-envelopes of workers in all lines of activity. Savings-bank deposits are rapidly increasing in volume. Everywhere throughout the Cincinnati consumer market there is ample evidence of the sort of prosperity that spells business opportunity for National advertisers. The Cincinnati consumer market encompasses a population of one and a quarter million people, and it is in Cincinnati that the greatest percentage of these people do their retailing, jobbing and wholesale buying.

The Denton Company

During the past eight years the writer has used quite extensively all the Cincinnati daily newspapers. As evidence of what we think of the Cincinnati "Times-Star," we say that while we have four daily papers in Cincinnati, we allot fifty per cent. of our entire advertising expenditures to be used in the "Times-Star." We believe that "Times-Star" reaches the best class of Cincinnati people. The "Times-Star" is an intensely patriotic paper. Its news columns, as well as the editorial columns, will impress even strangers with the fact that it is of the highest standard. While it is a pleasure to write our good opinion of the "Times-Star," you will please understand that it is done without prejudice to any other Cincinnati newspaper.

ELROY C. DENTON, President

The Big Store Company

The Big Store has been a steady and persistent advertiser in the "Times-Star" for the past twenty years, and we have at all times found it to be one of the best advertising mediums we use, a paper that has consistently brought us splendid returns from all our advertisements. In addition, we are particularly pleased with the service rendered by this paper's advertising department. The "Times-Star" reaches the most desirable class of consumers in this locality and is widely read because of its reliable authentic news which it receives from the Associated Press. We believe that the worthiness of the "Times-Star" news, together with its very estimable editorial policy, serve to instill confidence in the paper itself and its advertisers.

THE BIG STORE COMPANY

A. Steinkamp & Co.

In regard to Cincinnati "Times-Star" as an advertising medium. It has been of great help in increasing our business. We feel that the "Times-Star" is one medium that we could not do without. Our regard for this paper is of the highest.

A. STEINKAMP & CO.

Kline's (Clothiers)

I have been almost a daily advertiser in the Cincinnati "Times-Star" for the past fifteen years, and have no hesitancy in saying that I consider it the best medium in the city of Cincinnati, as an evening paper; firstly, it has about the largest circulation in the city, and secondly, it reaches the best clientele. I am satisfied that the general public considers it the most reliable and authentic of any of our papers here.

J. KLINE

The H. & S. Pogue Company

We have found the Cincinnati "Times-Star" to be a satisfactory medium.

H. & S. POGUE COMPANY

Original Sample Cloak & Suit Co.

We consider the Cincinnati "Times-Star" as second to none as an advertising medium. We commenced several years ago in a very small way using classified columns exclusively. We realized the power of this medium and made a display contract. Since then we have been using display advertising with constantly increased success. Our business has grown from a pittance to over half a million a year. We attribute this mainly to advertising as we have no display windows, our salesrooms being on the fourth, fifth and sixth floors, and we feel that we cannot give the "Times-Star" too much credit. The "Times-Star" is well edited, has the confidence of the people, and stands foremost for Cincinnati first, last and all the time. It is a wonderful advertising medium and I take keen delight in speaking so highly of it.

ORIGINAL SAMPLE CLOAK & SUIT COMPANY

THE CINCINNATI

Only Cincinnati Newspaper

Foreign Representation

E. A. BERDAN, 225 Fifth Avenue, New York

Prepared for Newspaperdom by James R. McCutcheon

Cincinnati, Ohio

Wonderful Consumer Market

The newspaper that has been making a big hit among readers and advertisers within the circle of the Cincinnati consumer market is the Cincinnati "Times-Star," the newspaper that measures up to one hundred per cent. efficiency in result-getting. Little need be said about its news qualities and volume of its circulation. The Cincinnati "Times-Star" makes good on both these propositions—news value to the reader and publicity value to the advertiser. How do we know? Well, I recently put the result-getting capacity of the "Times-Star" to the acid test among local advertisers—without the knowledge of its management, with the following result. Lack of space forced a larger number of opinions being printed. However, the letters shown are indicative of the general opinion of Cincinnati business men:

The Hub Clothing Company

We consider the Cincinnati "Times-Star" the largest local circulated paper, and every progressive business house in and around Cincinnati advertises in the "Times-Star" because it reaches the homes of all and brings results. We credit the growth of our business largely to advertising in the "Times-Star."
GEO. W. GRAY, Prop.

Jos. Pietzuch Company

From our experience the "Times-Star" is superior to all other dailies as an advertising medium for the better grade merchant, because the tone and efficiency of the management is better, the class of the readers is the best and the policy of all its departments is clean and fair.
JOS. PIETZUCH, Pres.

The Outlet Cloak & Suit Shop

We are pleased to state that the results from the use of Cincinnati "Times-Star" advertisements have always been very satisfactory. Furthermore, we receive the greatest cooperation from the Cincinnati "Times-Star" to make our advertising productive.
ISADORE FRIEDMAN, Prop.

The Leyman Buick Co. (Automobiles)

We have not used any display advertising in any of our local papers, although we have run a good-sized classified ad in the "Times-Star" during the past seven or eight years, during which time our business has grown from an acre to an oak. Our success from a retail standpoint in this city has resulted from our ability to dispose of used cars, and we attribute a large part of our success to the "Times-Star" classified advertising.
C. W. SHEPLER.

The Smith-Kasson Company

We have been advertising in the Cincinnati "Times-Star" for about twenty-three years, and have invariably gotten results from our ads.
THE SMITH-KASSON CO.

The United Woolen Mills Co., Parkersburg, W. Va.

The Cincinnati "Times-Star," in our judgment, is a strong advertising medium because the class of advertising it runs is unusually clean and its general policy is of character to gain the confidence of its readers. The "Times-Star," we feel, covers a big field in a big way.
CECIL B. TRACEWELL, Adv. Mgr.

Spear & Company

The Cincinnati "Times-Star," in our opinion, as extensive advertisers in the various morning and evening papers of this city, we consider one of the highest class mediums for newspaper advertising that is possible to be found. It reaches the class of buyers that are spenders and money-makers.
E. GUGGENHEIM.

The Sale Store

I am pleased to have this opportunity to give expression to the proven fact that the "Times-Star" has always brought us far greater results than they claimed or than we expected possible. I cannot imagine any paper anywhere else that is better fitted to bring more returns for advertising expenditures than the "Times-Star." It has not only helped us to build up a thriving business, but has also proven to us conclusively that to get good results from good advertising it must be used in a good newspaper like the "Times-Star."
HARRY L. COHEN.

ATTIMES-STAR

Newspaper Member A. B. C.

Foreign Representatives

L. H. CRALL CO., 904 Tribune Building, Chicago

NO PRINTLESS DAYS

IN NINETEEN HUNDRED AND EIGHTEEN

THERE are "Meatless Days" and "Wheatless Days," but there are no Printless Days. Printing is necessary in order to create new customers for your product, to educate and also to entertain. Therefore, we put forth our claim for a share of your business in

PRINTING

Whether it is Color Printing, Catalogues, Publications or Printing of any kind and nature. All we request is that you call on us, and we will convince you that our establishment is unsurpassed in its field of usefulness, reliability and service

Let us hear from you however. If you cannot call, just telephone 3210 Greeley

"The Quality Remains Long After the Price is Forgotten"

Charles Francis Press

Printing Crafts Building, From 33d to 34th Streets
461 EIGHTH AVENUE, NEW YORK CITY

right away ordered about fifteen dollars' worth of profitable merchandise.

"These two incidents set me thinking. I reasoned that the corner pharmacy—that embryonic department store—has a broader mission to fulfil than the mere dispensing of pink pills and strawberry dips. I made a study of shopping habits, quizzed my family and friends and found that invariably they dealt where shopping gave them the most pleasure, even if the store were a little bit out of the way. And by shopping pleasure they usually meant an extra little bit of courtesy or some slight service which the merchant could render practically without cost.

"So we decided to commercialize courtesy, if you care to call it that. But the result has been that we have yet to ask anyone to trade with us. We hand out the service and tell folks about our store and let them decide where to buy."

About the first thing Ellis Brothers did was to start what they designated their "Public Service Department." At first people, the Ellises included, were inclined to laugh at this somewhat ambitious title. But it has lived up to its name and is now as much a fixture as the marble soda fountain or cash register.

In the announcement of this new department, W. H. Ellis ran a statement that the store had a Bible, mail box, railroad guide, post-office guide, dictionary, pencil sharpener, three telephones, catalogue of all Missouri schools, a blue book of the state and that the Ellis Brothers—for there are three of them—could settle any little argument without inconvenience. This was certainly a new kind of retail advertising. Gradually folks got into the habit of dropping in to look up the spelling of a difficult word or the new schedule of train times. Moreover, practically every information seeker stopped long enough to make a purchase, so the small cost of the service was more than offset by additional business.

Ellis Brothers soon found that every little kid that passed their store on his way to school dropped in to get his pencils sharpened. Not only that, the grown-ups did likewise, and everyone who entered became a potential customer. Incidentally the Ellises got enough shavings as a by-product to make all the sweeping compound they could use during the year.

The next thing Ellis did was to make the telephones pay. In the average store the instrument is carefully camouflaged and, unless it is a nickel-in-the-slot affair, the merchant is not very anxious for outsiders to use it. Ellis went to the other extreme. He placed a sign in the front of the store reading, "Sure you can use our telephones. We have plenty of them. Talk to your heart's content." Below an arrow pointed the way.

Ellis advertises that the floors and telephone booths are mopped daily with disinfectants. He offers to transfer telephone calls from one line to another. Every day he is called upon to relay a dozen messages from the long-distance phone to people on the country line. When folks apologize for any inconvenience, the clerks always answer, "It is no trouble at all. We are glad to accommodate you as often as we can."

Now the point that W. H. Ellis makes is that this courtesy costs so little that it is the most efficient and most economical form of advertising he can get. Moreover, it brings results which are immediately traceable.

"We pay particular attention to women," says Mr. Ellis, "and try to make them like the atmosphere in our store. Often I have noticed that ladies would come in and, picking up the latest woman's magazine, turn back to the fashion section. This gave me an idea. Why not subscribe to the leading fashion publications and advertise that customers are welcome to come and look them over? We tried it and it worked wonderfully.

"If a lady comes down from the

train inquiring where Mrs. Thingumbob lives, we have the boy go with her and carry her grips. Usually he can spare the time, and even though he is busy we feel that it is worth the small investment.

STAMPS OFFERED FOR SALE AND UMBRELLAS LOANED

"If a customer purchases a box of stationery, we immediately offer to sell stamps. If the customer has an armload of bundles, we offer to wrap them up. If a lady comes in during a rainstorm without an umbrella we offer her one. And we usually arrange to have three or four handy for that purpose. We believe it a good idea to keep several cheap umbrellas handy, and we tag them, asking that they be returned at the first opportunity."

Ellis Brothers have always encouraged the asking of questions and gradually have built up the reputation of being a regular encyclopedia of information. "How far is it to Meadville?" "Can we send a live rooster by mail?" "How late is the train?" "Who is the Secretary of State?" "What do you recommend for a blighted pear tree?" These are some of the questions that come to them during a day's business. If they are asked anything they do not know, they tell the people they will try to find out. Later, when the information is obtained, the customer is called up on the telephone. The store people were asked so many times to recommend sprays for bugs on flowers and all about the growing of flowers and vegetables that they made a special study of the subject.

One day W. H. Ellis observed a stranger strolling around in the store looking as though he were waiting for somebody. Ellis asked if there were anything he could do. The man said "No." He wandered around a little while longer and finally walked out. Then a happy thought struck Ellis. "Why can't I plan to attract the attention of such people *after* entering the store? Isn't there any-

thing I can do to occupy their mind and prevent them from being bored, and impress them with the personality of our business?" So Ellis got out his sign-writing outfit and struck off a small card, with the caption "Items of Interest" at the top. Under this was written by typewriter a few items such as the following:

"Are you a stranger? If so, make yourself at home in here. Drink our ice water, read our papers, sit down and smoke your cigar and ask us any information about the town that you want to know. If we don't know, we will try to find out.

* * *

"The post office will be open at the following hours on July 4th: 2 to 3 P. M. The banks will close all day. Rural carriers will not deliver mail; library will not open. Of course you are going to forget to get your little change at the bank the day before; you will also forget to come up in time for your mail; in fact, you are going to forget all about tomorrow being a legal holiday. We have looked after your wants for that day. We will be supplied with plenty of change to cash your checks, we will have plenty of stamps in assorted colors, and we will get your mail for you if you ask us before the office closes.

* * *

"Have you lost or found anything? Do you want to rent a room or hire a hand? Remember our Public Service Department works night and day for your convenience. Make use of it in any way you see fit. We have found through the medium of advertising many articles that were lost. We make no charge.

* * *

"We have lots of information about the draft. If there is anything you wish to know about it, don't hesitate to ask us. If we don't know we will try to find out."

These signs are changed once a week—sometimes oftener. Pictures cut from covers of popular magazines are used to illustrate signs wherever possible.

Similar to this sign board inside, there is a bulletin board out in front of the store on which are posed items of unusual interest. If Jones has a fine cow fall in the well, they post a bulletin of it. If Smith calls in from the country and says "Send a bottle of poke root by Jones," they put an S. O. S. for Jones on the bulletin board. Pretty soon there are dozens of people who pass and see that a call is out for Jones. So if he does not see it personally, someone will quickly locate the gentleman. A want list is also posted of rooms for rent, lost and found items, etc.

"We recently carried advertising in our store paper offering to hire farm help for the farmer and without charge if he would only ask us," said Mr. Ellis when I interviewed him. "We were deluged with inquiries, and we hired during one month something like seventy-five men for the farm at a time when they needed them most. That kind of store service co-operates with the Government, doesn't it?"

"We keep a supply of checks of all the home banks, and some out-of-town banks lying out on the showcase. We have collected many bills by having checks displayed so the customer would see them. At our store we frequently write letters for old people. Many foreigners come in to get their checks cashed and ask us to assist them in getting money-orders. We do it for them, not because it gets business, but it is a real courtesy that costs nothing and is thoroughly appreciated.

"We gladly accommodate a fellow who is with some vaudeville troupe. When he is treated right he tells all the bunch about it and they come in. A show man will buy everything from a cake of soap to a scalper's ticket. A railroad official told me once that he would stop the best train on the road for a 'barnstormer,' because they were the worst rag chewers and the best boosters in the country.

"We get a daily weather report, we record any unusual rainfall,

and record any unusual temperature. We gather news items for the local papers while we are going to and from meals. Every day we clip important happenings out of several metropolitan papers and post them on our bulletins for the benefit of the fellow who has no time to read the daily paper. We watch the stock markets and the grain markets and keep a small card on the case showing daily markets."

A few years ago it occurred to Mr. Ellis that if he could arrange to wrap bundles at Christmas time for his customers for mailing and for expressing it would be a good advertisement. He accordingly inserted a large ad in the papers stating that he would wrap bundles for mailing, whether they were purchased from his store or not. Two days later people began to come in with all sorts of packages. The store was completely swamped. Ellis didn't dream that he had tackled so big a job. But the force worked until midnight and finally pulled through. They wrapped something like twenty-five hundred the first Christmas. The next year they prepared for a rush. He canvassed the dry-goods stores and got every empty box he could find. He saved all the twine and corrugated paper and excelsior. Then he cut the wrapping paper and twine to fit and stacked them away for immediate use.

"We tell the people through our advertising to make use of this feature," Mr. Ellis told me, "and to bring the bundles in early and we will get them wrapped some time during the day. We furnish all the stickers and twine and boxes, and if we do say it, we are 'bugs' when it comes to wrapping neat packages. Last Christmas we wrapped about four thousand. We wrapped everything from a fiddle to the skeleton of a horse, toys, butter, eggs, hams, cakes, candy and a thousand different kinds of things, including many packages that people were returning to the mail-order houses.

"We have another department

we call our Travel Information Bureau. We offer our services without charge in helping anyone in securing special rates, Pullmans and routings. We are on the monthly lists of practically every railroad company for new time-tables, and in this way we keep our tables correct. We have a small rack built on the top of our cigar case for this purpose. If a customer is thinking of taking a vacation we offer to find the best route, and then have the traveling passenger agent get in touch with the customer. In nearly every case the traveling man calls on them in person and incidentally calls to see us. Practically every passenger agent of any consequence will call on us regularly and keep us supplied with new time-tables. We watch the county items in the local papers, and if we see that Jones is going West shortly we immediately get in touch with him and offer our services. Our knowledge of railroad routes and schedules is so comprehensive that we feel that we are giving a real service to the public when we offer to help them out. We write the passenger agent at changing points to meet our customers if they happen to be ladies, so that they will be sure to make proper connections. If any misunderstanding comes up between the customer and the railroad company, we offer to settle the matter if we can. We collected a refund of seven dollars that was overcharged one of our customers on a trip South.

"We run a standing advertisement in the local papers every week telling the people that we will wrap their bundles, cash their checks, hunt their doctor, transfer telephone calls, change a bill or otherwise accommodate them. We spread printer's ink on everything. All advertising is good; but some is better. We believe in advertising clear to the core. And because we sell so many nationally advertised lines, we feel it is part of our job to link up our local advertising with the big magazine campaigns. When we advertise, we try to say something. We hardly miss a week without hav-

ing about thirty inches of advertising in the local papers. We wrap an enclosing slip in every package that goes out of our store. These slips we have printed in long strips with several small ads on them. Then we cut them in small sizes to fit a package. In this way the cost is cheapened. We instruct the printer to keep them set up and run them in small ads alternating two or three every week for a reasonable length of time. As they get old we change them and use a new set. We advertise special sales, talk about our services in general and make them count. We religiously preserve all display matter furnished by the manufacturers.

"Now to return to the subject of courtesy. During the hot summer months the service about the average store is mighty apt to wane. Especially is the attention to the customer liable to slump. We do our utmost to give our customers the best possible attention, because the temper of the average customer on a hot day is at a very high tension and any little inattention that might be overlooked at any other time would start a fight in August."

None of the things enumerated in this little retail business story has required any increase in the number of store employees—except extra clerks to wait on trade as the business flourished. These plans are all well within the Government's suggestions to eliminate the things that increase the cost of doing business—free deliveries, return of merchandise privileges, C. O. D.s and many of the unessential and *expensive* methods which are not in keeping with the spirit of war-time economy.

Ellis is the kind of progressive retailer any manufacturer could well be proud to have as his local distributor. Like Bob Murray, of Honesdale, Pa., he fears neither mail-order houses nor big city stores. Moreover, his methods for developing sales can easily be adapted to other lines of retail business, and any reader of *PRINTERS' INK* may profit by passing these and similar suggestions along to his trade.

TENTH ANNIVERSARY

OF THE

American Association of Foreign Language Newspapers, Inc.

TEN YEARS HAVE ELAPSED since the American Association of Foreign Language Newspapers was founded by Mr. Louis N. Hammerling, its first and present President, and we, the undersigned publishers and editors in the United States and Canada, deem it eminently and fittingly proper that on this occasion we should give expression and testimony to the honesty, efficiency, capability, thoroughness and up-to-date business methods which have obtained with the Association, under the wise and able leadership of its President

MR. LOUIS N. HAMMERLING

Before the Association entered into the field, our efforts in some cases, were vague and straggling; there never had been any co-ordination of effort to secure for the foreign language newspapers the recognition justly due them from national advertisers and, moreover, the reason for this lack of appreciation was probably as much the fault of the publisher as it was of the national advertiser, because there was no clearing house through which an advertiser might reach all, or some foreign language newspaper. Now, the advertiser has come to appreciate the splendid efficiency of the American Association of Foreign Language Newspapers and the results obtained through it, knowing that each and every one, advertiser and publisher alike, is given a fair deal.

Under the leadership of Mr. Hammerling the American Association of Foreign Language Newspapers has rendered services of conspicuous value to America in general, especially with respect to the various immigration and literacy test bills, so often introduced in Congress and so consistently opposed by him, by the Association and newspapers—the wisdom of such opposition being accentuated by the general shortage of labor at the present time, as well as the conceded value of the immigrant as an asset to the nation.

Further, in unifying the various elements dwelling within the United States and helping to instill in them a sense of gratitude for the hospitality enjoyed here and an intense feeling of loyalty to American ideals, evidences of which are met with at every turn—a loyalty and devotion which is responsible for the large percentage of foreign born and sons of foreign born in the naval, military and other service under the starry emblem of Liberty—is an accomplishment worthy of the pride of the foreign language press, the Association and its President.

In the various war activities, in encouraging recruiting, the taking of the War Census, the Liberty Loans, War Savings and War Camp Activities, and in helping to procure efficiency and co-ordination in labor and industry, as well as other patriotic endeavor, the Association, its President and newspapers have been of incalculable service to the cause of America, the cause of freedom for the oppressed nations of the World, the cause of World Democracy.

Congratulating the American Association of Foreign Language Newspapers and its master mind, Mr. Louis N. Hammerling, on their successful record of the past ten years, it is our earnest wish and hope that the Association and Mr. Hammerling will be of continued service to our country in every line of patriotic endeavor for many years to come.

(Continued on following pages)

Charles K. Johansen, Chairman, Swedish North Star, New York.
 Leon Wazeter, Secretary, Wolna Polska, Polish, New York.
 E. M. Grella, Giornale Italiano, Italian, New York.
 M. Pasvolsky Russkoye Slovo, Russian, New York.
 N. A. Mokarzel, Al-Hoda, Syrian, New York.
 Bret G. Gregr, Hlas Lidu, Bohemian, New York.
 E. M. Grella, Araldo Italiano, Italian, New York.
 M. Pasvolsky, Vjestnik Ameriki, Russian, New York.
 Wm. J. Solomon, The Hebrew Standard, English-Jewish, New York City, N. Y.
 Henry Goddard Leach, The American-Scandinavian Review, English-Scandinavian, New York.
 Alf. Bonneau, La Justice di Biddeford, French, Biddeford, Me.
 Joseph E. Lambert, Le Citoyen, French, Haverhill, Mass.
 W. L. Bousquet, L'Opinion Publique, French, Worcester, Mass.
 Antonio V. DeFreitas, Jr., A. Alvorada, Portuguese, New Bedford, Mass.
 W. Pietkiewicz, Tygodnik Gorniczy, Polish, Shenandoah, Pa.
 Frank Ruszkiewicz, Dziennik dla Wszystkich, Polish, Buffalo, N. Y.
 Przewodnik Katolicki, Polish, New Britain, Conn.
 Dr. D. Moldovan, Romanul, Roumanian, Cleveland, Ohio.
 O. G. Melaragno, La Voce del Popolo Italiano, Italian, Cleveland, Ohio.
 P. C. Fialm, La Luce, Italian, Hazelton, Pa.
 Michael M. Barta, Lorain es Videke, Hungarian, Lorain, O.
 Theo. Labowsky, New Life, Ukrainian, Olyphant, Pa.
 Rev. Oldrich Zlamal Farnik, Bohemian, Cleveland, Ohio.
 F. J. Bagocius, Kardas, Lithuanian, Boston, Mass.
 E. M. Grella, Telegrafo, Italian, New York.
 Vart Land, Swedish, Jamestown, N. Y.
 Anton H. Trulson, Svea, Swedish, Worcester, Mass.
 Daniel A. Diacomopoulos, Demonios, Greek, Lynn, Mass.
 Clyde E. Eppsten, Amerikansko Slovensko Noviny, Slovak, Pittsburgh, Pa.
 C. D. Poel, Grand Rapids Standaard, Hollandish, Grand Rapids, Mich.
 Ciro Leanza, Il Progresso del New England, Italian, Waterbury, Conn.
 Frank De Foo, La Verita, Italian, Waterbury, Conn.
 Clyde E. Eppsten, Narodny Dennik, Slovak, Pittsburgh, Pa.
 Antonio Pisanl, Le Forche Caudine, Italian, New Haven, Conn.
 N. Lampignani, La Cronaca Illustrata, Italian, Mount Vernon, N. Y.
 James V. Donnaruma, Gazette del Massachusetts, Italian, Boston, Mass.
 Angelo Scarpa, La Luce, Italian, Derby, Conn.
 Prof. C. Pitocchi, La Stella d'Italia, Italian, Greensburg, Pa.
 Harry E. Guaraci, L'Indipendente, Italian, Syracuse, N. Y.
 Emil Herpe, Osterns Weckblad, Swedish, New Britain, Conn.
 John B. S. Braseau, Le Jean-Baptiste, French, Pawtucket, R. I.
 J. E. Bernier, L'Avenir National, French, Manchester, N. H.
 William J. Buck, Slowo Polskie, Polish, Utica, N. Y.
 Edmund S. Urbanski, Jedmose-Polonia, Baltimore, Md.

M. Tirth, Pohjan Tahti, Finnish, Fitchburg, Mass.
 B. T. Tarkanyi, Magyar Hirdo, Hungarian, Pittsburgh, Pa.
 Stephen Gyongyosy, Magyar Vilag, Hungarian, Pittsburgh, Pa.
 Emil Opffer, Nordlyset, Danish, New York City.
 Emil Kaarna, New Yorkin Uutiset, Finnish, Brooklyn, N. Y.
 John Radomski, Czas, Polish, Brooklyn, N. Y.
 E. J. Antell, Finnska, Amerikanaren, Swedish, Brooklyn, N. Y.
 U. Slovans, Toledo Israelite, English-Jewish, Columbus, O.
 Odvarka Bros., Domaci Noviny, Bohemian, Clarkson, Neb.
 Jos. Plautz, Slovenske Novice, Slovenian, Calumet, Mich.
 Joseph Wasilewski, Nowy Wiek, Polish, Youngstown, Ohio.
 Louis Novak, St. Louiske Listy, Bohemian, St. Louis, Mo.
 L. Nobbe, L'Indipendente Corriere del Canada, Italian, Montreal, Quebec, Canada.
 Stephen Valtres, Truth, Greek, Lowell, Mass.
 A. H. Sachaklian, Hairenik, Armenian, Boston, Mass.
 A. H. Demeules, Echo de l'Ouest, French, Minneapolis, Minn.
 Orphee Gingras, Le Lynnois, French, Lynn, Mass.
 S. J. Tyburski, Praca, Polish, Wilkes-Barre, Pa.
 Hratoh Yervant, Bahag, Armenian, Boston, Mass.
 Gust Bergquist, Svenska Amerikaniska Tribune, Swedish, Superior, Wis.
 August C. Marinelli, Il Minatore Italiano, Italian, Laurium, Mich.
 Y. A. Kastman, Svenska Amerikaniska Familj Journalen, Swedish, Chicago & Evanston, Ill.
 L. V. Anyerski, Kurier Katolicki, Polish, Toledo, Ohio.
 C. Kaldor, St. Louis es Videke, Hungarian, St. Louis, Mo.
 Gust Bergquist, Duluth Posten, Swedish, Duluth, Minn.
 Stephen Valtres, New England Greek Messenger, Greek, Lowell, Mass.
 Alfonso Apolo, Il Corriere di Schenectady, Italian, Schenectady, N. Y.
 Rev. Dr. Alex Harsanyi, Amerikal Magyar Reformatusok Lapja, Hungarian, Homestead, Pa.
 John Weisand, Dziennik Polski, Polish, Detroit, Mich.
 H. Stein, The Jewish World, Yiddish, Cleveland, Ohio.
 Julius M. Konery, Magyarok Vasarnapja, Cleveland, Ohio.
 A. B. Bartoszewicz, Dirva, Lithuanian, Cleveland, Ohio.
 Nelson T. Thorson, Omaha Posten, Swedish, Omaha, Neb.
 Auttaja, Finnish, Ironwood, Mich.
 James D. Caporaso, La Stella Coloniale, Italian, Pen Argyl, Pa.
 C. W. Kalczyński, Goniec Polski, Polish, South Bend, Ind.
 Sol. Goldman, The Jewish Record, St. Louis, Mo.
 Cornelius Csongradi, Bridgeport, Hungarian, Bridgeport, Conn.
 N. P. Olsen, Svenska Roman Bladet, Swedish, Red Wing, Minn.
 Sloga, Slovenian, Cleveland, Ohio.
 John Soukup, Vlastene, Bohemian, La Crosse, Wis.
 Rev. A. Binna, Skarb Rodziny, Polish, Erie, Pa.
 Swan J. Turnblad, Svenska Amerikaniska Posten, Swedish, Minneapolis, Minn.
 La Gazzetta di Erie, Italian, Erie, Pa.

M. Holst, Dannevirke, Danish, Cedar Falls, Iowa.
 R. B. Anderson, Amerika, Norwegian, Madison, Wis.
 Oscar E. Lindborn, Svenska Veckobladet, Swedish, McKeesport, Pa.
 F. Canuti, I Nostri Tempi, Italian, Pittsburgh, Pa.
 Theo. Olaszewski, Polonia W. Ameryce, Polish, Cleveland, Ohio.
 Anton Feder, Magyar Hirnap, Hungarian, Detroit, Mich.
 De Calvinist, Hollandish, Grand Rapids, Mich.
 La Musica, Italian, Brooklyn, N. Y.
 A. N. Rygg, Nordisk Tidende, Norwegian, Brooklyn, N. Y.
 Bed. O. Vaaku, Novina, Bohemian, New York.
 H. H. Langerelse, De Huisvriend, Hollandish, Grand Rapids, Mich.
 A. Sawka, Svoboda, Ukrainian, Jersey City, N. J.
 J. J. Fuhr, Duluth Skandinav, Norwegian, Duluth, Minn.
 Andrew G. Johnson, Svenska FolketsTidning, Swedish, Minneapolis, Minn.
 C. J. Larson, Minnesota State Tidning, Swedish, St. Paul, Minn.
 P. O. Thorson, Normanden, Norwegian, Grand Forks, N. D.
 V. Terracciano, La Forbice, Italian, Philadelphia, Pa.
 L'Erenement Daily, French, Quebec, Canada.
 Jos. S. Glick, The Volksfreund, Hebrew & Jewish, Pittsburgh, Pa.
 Herman Virag, Szabad Sajto, Hungarian, Passaic, N. J.
 Karol Jan Fraizmer, Kronika, Polish, Newark, N. J.
 W. D. Boczkowski Co., Saule, Lithuanian, Mahanoy City, Pa.
 The Sentinel Pub'l. Co. The Sentinel, English-Jewish, Chicago, Ill.
 Pasquale Matullo, L'Ora, Italian, Newark, N. J.
 Cornelius Poelstra, De Telegraaf, Hollandish, Paterson, N. J.
 V. Terracciano, L'Aurora, Italian, Wilmington, Del.
 Prof. Arcangelo Colletta, Ill. Gazzettino, Italian, West Hoboken, N. J.
 Rev. John Methodius Liscinsky, Zenska Jednota, Slovak, Cleveland, Ohio.
 Renato de Luce, Il Ragno, Italian, Philadelphia, Pa.
 E. A. M. Dalm, De Hollandsche Amerikaan, Hollandish, Kalamazoo, Mich.
 V. Terracciano, Il Corriere, Italian, Chester, Pa.
 William Wendt, Jednos, Polish, Philadelphia, Pa.
 Rev. John Methodius Liscinsky, Obrana, Slovak, Cleveland, Ohio.
 Blas Sanchez, El Combate, Spanish, Wagon Mound, New Mexico.
 Jacob Ginsburg, The Jewish World, Yiddish, Philadelphia, Pa.
 Frank J. Svoboda, American, Bohemian, Cleveland, Ohio.
 Carl H. Salminen, Paivalehti, Finnish, Duluth, Minn.
 Giuseppe Mapelli, La Capitale, Italian, Denver, Colo.
 Dr. R. Cavallieri, L'Italo-Americano, Italian, Trenton, N. J.
 J. Drosda, Texasky Rolnik, Bohemian, Houston, Tex.
 V. Terracciano, Corriere di Hazleton, Italian, Hazleton, Pa.
 Milos Geringer, Iowaky, Vestnik, Bohemian, Cedar Rapids, Iowa.
 V. E. Pomeranz, Brooklyn Jewish Progress, Brooklyn, N. Y.
 J. E. Chudatsik, Uradny Organ, Slovak, Chicago, Ill.
 Joseph E. Lambert, Le Clarion, French, Lowell, Mass.

August Geringer, The Amerikan, Bohemian, Chicago, Ill.
 U. Stevens, Dayton Jewish Life, English-Jewish, Dayton, Ohio.
 V. Terracciano, L'Eco, Italian, Torrington, Conn.
 John R. Palandech, United Serbian, Chicago, Ill.
 Oscar Durante, L'Italia, Italian, Chicago, Ill.
 Alexander Mastro-Valerio, La Tribuna Italiana Trans-Atlantica, Chicago, Ill.
 Peter S. Lambros, Greek Star, Chicago, Ill.
 J. Spalansky, Free Russia, Chicago, Ill.
 Gunner Boberg, Svenska Tribumen-Nyheter, Swedish, Chicago, Ill.
 John R. Palandech, Balkan World, Serbian, Chicago, Ill.
 Nels Swanson, Chicago-Bladet, Swedish, Chicago, Ill.
 Henry Bengston, Svenska Socialisten, Swedish, Chicago, Ill.
 V. Terracciano, Gazzettino, Italian, Cheshurst, N. J.
 L. H. Lund, Scandia, Norwegian, Chicago, Ill.
 Alex. J. Johnson, Svenska, Kurien, Swedish, Chicago, Ill.
 Morris Seekin, Jewish Daily World, Chicago, Ill.
 V. Terracciano, Lanternino, Italian, Camden, N. J.
 Wm. Larson, Svenska Amerikanaren, Swedish, Chicago, Ill.
 P. M. Dahl, Norrona, Norwegian, Winnipeg, Man., Canada.
 John R. Palandech, Jugoslavia, Serbian, Chicago, Ill.
 Jos. B. Polouxy, Russian Life, Chicago, Ill.
 D. J. Vlasto, Atlantic Monthly, Greek, New York.
 P. E. Portillo, El Obrero Maxicano, Spanish, El Paso, Texas.
 El Defensor del Pueblo, Spanish, Socorro, New Mexico.
 Jan B. Paradis, L'Independent, French, Fall River, Mass.
 Aug. J. Marris, Westske Norvny, Bohemian, West Texas.
 Nils J. Hammar, Svensk-Amerikanska Western, Swedish, Denver, Colo.
 V. Terracciano, La Libia, Italian, Hammon-ton, N. J.
 N. R. Petelle, Il Giornale Italiano, Portland, Ore.
 A. J. Lukaszewski, Nowiny Polskie, Polish, Milwaukee, Wis.
 V. Terracciano, Registro di Stamford, Italian, Stamford, Conn.
 D. J. Vlasto, Atlantis, Greek, New York.
 Frank Sakser, Glas Naroda, Slovenian, New York.
 Gunnar Lund, Washington Posten, Norwegian, Seattle, Wash.
 Ingvar Olsen, Norden, Norwegian, Outlook, Sask, Canada.
 Charles J. Urban, Unista, Polish, Buffalo, N. Y.
 N. DiMatteo, Revista Catolica, Spanish, El Paso, Tex.
 G. Paulsohn, Veckobladet, Swedish, Minneapolis, Minn.
 A. C. Miera, La Union del Pueblo, Spanish, Clayton, New Mexico.
 Jack Danciger, El Cosmopolita, Spanish, Kansas City, Mo.
 George N. Photos, Evzones, Greek, Salt Lake City, Utah.
 Le Semailne Paroissiale, French, Fall River, Mass.
 Rev. Thomas Terlizzi, Italica Gente, Italian, Philadelphia, Pa.
 Ingvar Olson, Vor Flyvende, Norwegian, Outlook, Sask, Canada.
 Leo Wise, The American Israelite, English-Jewish, Cincinnati, Ohio.
 G. T. Hagen, Vesterhelmen, Norwegian, Crookston, Minn.

- La Follia di New York, Italian, New York.
V. Terracciano, Scintilla, Italian, Manayunk, Pa.
- Leo Wise, The Chicago Israelite, English-Jewish, Chicago, Ill.
- Armando Perilli, Il Secolo XX, Italian, Trenton, N. J.
- H. Bergman, Svenska Nordvastern, Swedish, Spokane, Wash.
- Victor C. Wilusz, Glos Narodu, Polish, Jersey City, N. J.
- Victor A. Vojudish, Sokol, Croatian, San Jose, Cal.
- Leong Kow, Chinese Republic Journal, San Francisco, Cal.
- Peter Mountanos, California, Greek, San Francisco, Cal.
- L'Echo de L'Ouest, French, San Francisco, Cal.
- E. T. Balich, Serbian Herald, San Francisco, Cal.
- Guarema & Armas Co., O Imparcial, Portuguese, Sacramento, Cal.
- V. Terracciano, La Stella, Italian, Germantown, Pa.
- Carl H. Salmien, Siirtolainen, Finnish, Duluth, Minn.
- John Svenson, Astora Rapport, Swedish, Astoria, Ore.
- Van Donselaar & Brandis, Nieuwsblad, Hollandish, Sioux Center, Iowa.
- Geza D. Berko, Berko Kepes Ujsaga, Hungarian, New York.
- V. Terracciano, Il Trionfo, Italian, Coatesville, Pa.
- H. Anielewski, Dziennik Ludowy, Polish, Chicago, Ill.
- F. S. Anderson, Skandinaven, Norwegian-Danish Daily, Chicago, Ill.
- W. A. Mazur, Przegląd Codzienny, Polish, New York.
- W. B. Havel, Pritel Ditek, Bohemian, Chicago, Ill.
- F. S. Anderson, Scandinavian, Norwegian-Danish Semi-Weekly, Chicago, Ill.
- Henry Anielewski, B'cs Bozy, Polish, Chicago, Ill.
- W. B. Havel, Hospodarske Listy, Bohemian, Chicago, Ill.
- V. Terracciano, La Vita di Hartford, Italian, Hartford, Conn.
- Frank V. Stuchal, Spravednost, Bohemian, Chicago, Ill.
- F. S. Anderson, Verdens Gang, Norwegian-Danish, Chicago, Ill.
- J. Drozda, Texan, Bohemian, Houston, Texas.
- John G. Rosicky, Hospodar, Bohemian, Omaha, Neb.
- T. Sandegren, Puget Sound Posten, Swedish, Tacoma, Wash.
- Stephen M. Nowaczyk, Gwiazda, Polish, Philadelphia, Pa.
- Raub M. Pereira, O Independente, Portuguese, New Bedford, Mass.
- Victor L. Alski, Haslo Polskie, Polish, Pittsburgh, Pa.
- F. Anselmo, Corriere di Trinidad, Italian, Trinidad, Colo.
- B. Moczydlowski, Przewodnik Polski, Polish, St. Louis, Mo.
- John G. Rosicky, Kveti Americko, Bohemian, Omaha, Neb.
- T. Freistak, Prehľad, Slovak, Middletown, Pa.
- A. Maubailly, Le Franco-Californien, French, San Francisco, Cal.
- U. Stevens, Columbus Jewish Chronicle, English-Jewish, Columbus, Ohio.
- Paul Mulervicius, Garsas, Lithuanian, Brooklyn, N. Y.
- S. A. Dangel, Polish Daily News, Cleveland, Ohio.
- A. Wielowiejski, Jutrzenka, Polish, Cleveland, Ohio.
- Nat. H. Strauss, Il Minatore, Italian, Scranton, Pa.
- G. J. Geguzis, Keleivis, Lithuanian, South Boston, Mass.
- Rev. Peter Kohanik, Svit, Russian, Wilkes-Barre, Pa.
- C. E. Lindstone, Skandia, Swedish, Jamestown, N. Y.
- S. A. Dangel, Narodowic, Polish, Cleveland, Ohio.
- F. S. Marinaro, L'Eco Coloniale of New England, Italian, Springfield, Mass.
- John Pankuch, Denny Hlas, Slovak, Cleveland, Ohio.
- Nat. H. Strauss, Pensylvanski, Gornik, Polish, Scranton, Pa.
- John Basile, Pungolo, Italian, Boston, Mass.
- Hrvatska, Croatian, Calumet, Mich.
- H. F. Johnson & Co., Pella's Weekblad, Hollandish, Pella, Iowa.
- Odvarka Bros., Osveta Zapadu, Bohemian, Clarkson, Neb.
- John Pankitch, Hlas, Slovak, Cleveland, Ohio.
- Vasil Stephanoff, Naroden Glas, Bulgarian, Granite City, Ill.
- E. Emstrom, Iowa Posten, Swedish, Des Moines, Ia.
- Andrew Hampuson, Svenska Monitoren, Swedish, Sioux City, Iowa.
- V. Terracciano, Corriere di Vineland, Italian, Vineland, N. J.
- Milos Gerringer, Alleghenske Listy, Bohemian, Pittsburgh, Pa.
- Julica Hak Vinklarek, Sotek, Bohemian, Chicago, Ill.
- Joseph J. Bacunoss, Lietuva, Lithuanian, Chicago, Ill.
- V. A. Gerlinger, The Svornost, Bohemian, Chicago, Ill.
- P. P. Montville, Naujienos, Lithuanian, Chicago, Ill.
- Stephen Fay, Amerikai Figyelo, Hungarian, Chicago, Ill.
- J. E. Chudatsik, Katolicke, Slovenske, Noviny, Slovak, Chicago, Ill.
- P. M. Dahl, Svenska Canada Tidningen, Swedish, Winnipeg, Man., Canada.
- J. E. Chudatsik, Slovensko-Americky, Denik, Slovak, Chicago.
- C. F. Pettoske, Telegraf, Polish, Chicago, Ill.
- N. K. Zlotnicki, Ceny, Polish, Chicago, Ill.
- S. J. Greenspahn, Jewish Progress, Yiddish, Chicago, Ill.
- Conrad J. Knudsen, Social-Demokraten, Danish-Norwegian, Chicago, Ill.
- H. F. Josephson, Evengelisten, Norwegian, Chicago, Ill.
- C. G. Petterson, Missions-Vannen, Swedish, Chicago, Ill.
- Miles Geringer, Duch Casu, Bohemian, Chicago, Ill.
- J. D. Liebling, Jewish Times, Yiddish, Chicago, Ill.
- Herry A. Lipsky, Daily Jewish Courier, Yiddish, Chicago, Ill.
- A. M. Liebling, Jewish Daily Press, Yiddish, Chicago, Ill.
- J. B. Loebner, Jewish Record, Yiddish, Chicago, Ill.
- M. V. Konda, Glas Svobode, Slovenian, Chicago, Ill.
- J. H. Liderman, Daily Jewish Call, Yiddish, Chicago, Ill.
- A. Goldman, Draugas, Lithuanian, Chicago, Ill.
- F. Dagobert Novak, Predmestake, Listy, Bohemian, Cicero, Ill.
- Miles Geringer, Baltimorske Listy, Bohemian, Chicago, Ill.
- A. Disahwiffy, Othton, Hungarian, Chicago, Ill.
- M. V. Gorecka, Nowy Swiat, Polish, Chicago, Ill.
- John R. Piasecki, Dziennik Narodowy, Polish, Chicago, Ill.
- Miles Geringer, Oklahomske Noviny, Bohemian, Oklahoma City, Okla.
- A. W. Sorlin, Sandebudet, Swedish, Chicago, Ill.

J. E. Chudatsik, Ludovy, Dennik, Slovak, Chicago, Ill.
 Christian Botker, Revyen, Danish, Chicago, Illinois.
 Leonard Bochinski, Sztandar, Polish, Wilmington, Del.
 S. Magli, Jewish Daily News, Yiddish, Philadelphia, Pa.
 Louis Gerson, Philadelphia Jewish Morning Journal, Yiddish, Philadelphia, Pa.
 W. R. Havel, Katolik, Bohemian, Chicago, Illinois.
 F. S. Anderson, Skandinaven, Norwegian-Danish Sunday, Chicago, Ill.
 F. V. Stuchal, Zajmy Lidu, Bohemian, Chicago, Ill.
 William Milano, La Gazzetta Italiana, Italian, Salt Lake City, Utah.
 Geza D. Berko, Amerikal Magyar Nepzava, Hungarian, New York.
 S. E. Yamamoto, The New World, Japanese, San Francisco, Cal.
 H. T. Komal, Japanese Daily News, Los Angeles, Cal.
 S. D. H. Saphauson, Helmskringla, Icelandic, Winnipeg, Canada.
 J. S. Frepy, Slavic, Bohemian, Chicago, Ill.
 Albert B. Ferrera, La Tribuna Italiana, Portland, Ore.
 L'Evenement Weekly, French, Quebec, Canada.
 W. B. Havel, Narod, Bohemian, Chicago, Ill.
 J. S. Frepy, Rodina, Bohemian, Chicago, Ill.
 Sophus P. Nebbe, Den Danske Pioneer, Danish, Omaha, Neb.
 J. Quiroga, La Epoca, Spanish, San Antonio, Texas.
 S. A. Dangezl, Narodowice, Polish, Detroit, Mich.
 Hugo D. E. Peterson, Utah-Posten, Swedish, Salt Lake City, Utah.
 Alex. Olsson, Westkusten, Swedish, San Francisco, Cal.
 Spencer C. Maurley, Greek Times, San Francisco, Cal.
 Texas Posten, Swedish, Austin, Texas.
 J. F. Strass, Fremad, Norwegian, Sioux Falls, S. D.
 Masco Ponzio, La Gazzetta Italiana, Italian, Seattle, Wash.
 Francis O. Fiore, La Montagna, Italian, Newark, N. J.
 W. E. Shakir, Fatat Boston, Arabic, Boston, Mass.
 G. B. Porelli, Messaggero, Italo-American, Italian, Seattle, Wash.
 Gastone Bertini, La Sentinella, Italian, San Francisco, Cal.
 Ladislav C. Frank, New Yorake Listy, Bohemian, New York.
 E. Villarral, El Heraldo, Spanish, New York.
 D. C. Divry, Olympia, Greek, New York.
 S. Baddour, Al-Bayan, Syrian, Arabic, New York.
 A. Mircea Emperle, Steaua Noastra, Roumanian, New York.
 Ellen Murray, Hungarian Miners' Journal, New York.
 John J. Brow, Rednaya Rech, Russian, New York.
 Ivan Okuntzoff, Russky Golos, Russian, New York.
 Rev. C. L. Orbach, Slovak American, New York City.
 B. Rankovich, Serbian Daily, New York City.
 Frank Bokor, Amerikal Magyarag, Hungarian, New York.
 A. B. Strimajla, Teynye, Lithuanian, New York.
 Jancu Roman, Deceapate Romane, Roumanian, New York.
 Goro Kuroshima, Japanese-American Commercial Weekly, New York.

Shozo Midzutani, The Japanese Times, New York.
 P. S. Papson, Kopanos, Greek, New York.
 Monfoon Jung, Chinese Republic News, New York.
 T. W. Chu, Mun Hey, Chinese, New York.
 Vincent Ciocla, Il Giornale della Sera di New York, Italian, New York.
 Kung Y. Sang, Chinese Reform News, New York.
 S. Meier, Amerik. Schweitzer-Zeitung, Swiss, New York.
 Vincent Ciocla, Il Giornale della Sera di Pittsburgh, Pittsburgh, Pa.
 John Slaski, Trybuna Polska, Polish, New York.
 Bret G. Greger, Nedelni Hlas Lidu, Bohemian, New York.
 Ladislav C. Frank, Nedelni, New York.
 John Braves, Asbarez, Armenian, Fresno, Cal.
 John R. Palandek, Srbobran, Serbian, Chicago, Ill.
 Reform Advocate, English-Jewish, Chicago, Illinois.
 The Lith. Ateltis Co-op. Ass'n., Ateltis, Lithuanian, South Boston, Mass.
 Joseph Horvath, Szabadsg, Hungarian, Cleveland, Ohio.
 Axel. Hedberg, Srenska Pacific Tribunen, Swedish, Seattle, Wash.
 La Domenica, Italian, Rochester, N. Y.
 Bernard Schwegmann, Adelante, Spanish, San Antonio, Texas.
 Jose Montaner, La Revista de Taos, Spanish, Taos, New Mexico.
 Il Popolo Italiano, Italian, Rochester, N. Y.
 W. A. Hansen, Kvinden og Hjemmet, Norwegian-Danish, Cedar Rapids, Iowa.
 T. Kobavaski, The Japanese American, Japanese, San Francisco, Cal.
 Fung Wuizing, The Chinese World, San Francisco, Cal.
 Flavio Flavio, Il Sole, Italian, Stockton, Cal.
 W. A. Hansen, Grinnan och Hemmet, Swedish, Cedar Rapids, Iowa.
 Yusto Casucnos, El Democrate Fronterizo, Spanish, Laredo, Texas.
 Pasquale R. DeCarlo, Il Cittadino di Chicago, English and Italian, Chicago, Ill.
 H. Palev, Jewish Daily Wahrheit, Yiddish, New York City.
 The Forward Publishing Association, Jewish Daily Forward, New York.
 Sarasohn & Son, Jewish Daily News, Yiddish, New York.
 Israel Friedikin, The Jewish Morning Journal, Yiddish, New York.
 Jacob Fishman, Der Amerikaner, Yiddish, New York.
 Jacob Marinoff, Big Stick, Yiddish, New York.
 Dos Yiddishe Folk, Yiddish, New York.
 The Forward Publishing Association, Die Zukunft, Yiddish, New York.
 Sarasohn & Son, Jewish Gazette, Yiddish, New York.
 A. L. Aronoff, Grocer's Guide, Yiddish, New York.
 H. Paley, Volksadvocat, Yiddish, New York City.
 Saul Epstein, Hatoren, Hebrew, New York.
 S. B. Friedman, Boston Jewish American, Yiddish, Boston, Mass.
 J. Burstein, Brooklyn & Brownsville Post, Yiddish, Brooklyn, N. Y.
 N. Winericu, Freie Arbeiter Stimme, Yiddish, New York.
 M. S. Gadol, La America, Spanish-Jewish, New York.

- D. H. Alphur, Halbri, Hebrew, New York.
 Jacob Ginsburg, The Jewish World, Yiddish, New York.
 Jos. Tapal, Vestnik, Bohemian, Fayetteville, Texas.
 Pedro L. C. Silveria, Jornal de Noticias, Portuguese, San Francisco, Cal.
 Skordemann Pub. Co., Skordemann, Swedish, Minneapolis, Minn.
 Julio G. Arce, Mefistofeles, Spanish, San Francisco, Cal.
 H. Paley, Jewish Daily Warheit, Yiddish, Philadelphia, Pa.
 George Kemeny, Dongo, Hungarian, Detroit, Mich.
 The Forward Publishing Association, Jewish Daily Forward, Philadelphia, Pa.
 B. Mruczek, Wielkopolamin, Polish, Pittsburgh, Pa.
 Reidar Gjølme, Tacoma Tidende, Norwegian-Danish, Tacoma, Wash.
 H. Egnilian, Nor Giank, Armenian, Fresno, Cal.
 S. K. Arima, The North American Times, Japanese, Seattle, Wash.
 Reidar Gjølme, Vestkysten, Norwegian-Danish, Seattle, Wash.
 Dominic Lepore, La Nazione, Italian, Denver, Colo.
 The Canadian, Ukrainian, Edmonton, Alta, Canada.
 A. A. Paryski, Ameryka-Echo Daily, Polish, Toledo, Ohio.
 Superior Posten, Swedish, Ishpenning, Mich.
 Jacob Finkelstein, New Post, Yiddish, New York.
 Father Schaffe, Canadaj Magyar Farmer, Hungarian, Plukett, Sask.
 Calumet Posten, Swedish, Calumet, Mich.
 A. A. Paryski, Ameryka-Echo Weekly, Polish, Toledo, Ohio.
 Vac. Buresh, Pokrok Zapadu, Bohemian, Omaha, Neb.
 T. Wasowicz, Patriota, Polish, Philadelphia, Pa.
 Rev. Dr. Alexander Pitasz, Polak W. Ameryce, Polish, Buffalo, N. Y.
 Vac. Buresh, Denni a Nedelni Pokrok, Bohemian, Omaha, Neb.
 El Herald de Mexico, Spanish, Los Angeles, Cal.
 Vac. Buresh, Salinsky Pokrok, Bohemian, Omaha, Neb.
 Vac. Buresh, Pokrok, Bohemian, Omaha, Neb.
 M. Berghese, The Bulletin, Hollandish-English, Grand Rapids, Mich.
 Vac. Buresh, Dakotsky, Pokrok, Bohemian, Omaha, Neb.
 Anthony Novak, Domacnost, Bohemian, Milwaukee, Wis.
 Vac. Buresh, Iowsky Pokrok, Bohemian, Omaha, Neb.
 H. H. Langerose, Het Ideal Magazine, Hollandish, Grand Rapids, Mich.
 Vac. Buresh, Kanasky Pokrok, Bohemian, Omaha, Neb.
 Vac. Buresh, Minnesotsky Pokrok, Bohemian, Omaha, Neb.
 Louis Busker, The Jewish Farmer, Yiddish, New York.
 Isador S. Horwitz, Milwaukee Wockenblatt, Jewish, Milwaukee, Wis.
 Arthur Reichman, New Jersey Hirado, Hungarian, Perth Amboy, N. J.
 Pasquale Farina, Il Momento, Italian American, Philadelphia, Pa.
 A. Hallonquist, Canada Posten, Swedish, Winnipeg, Canada.
 Trud Printing & Publishing Co., Russian National News, Russo-Slavish, Pittsburg, Pa.
 Przyjacieli Ludu, Polish, Philadelphia, Pa.
 People's Friend, English-Polish, Philadelphia, Pa.
 Rev. Francis Gordon, Dziennik, Chicago, Polish, Chicago, Ill.
 Marco Ponzio, Il Corriere di Tacoma, Italian, Tacoma, Wash.
 Federico iCurzio, L'Eco del Rhode Island, Italian, Providence, R. I.
 Trud Printing & Publishing Co., Russian News, Russian, Pittsburgh, Pa.
 Joseph Bruno, Mastro Paolo, Italian, Philadelphia, Pa.
 Constantine Marghetis, Greek Echo, Los Angeles, Cal.
 J. B. Muleler, De Grondtiet, Hollandish, Holland, Mich.
 Rev. Valentine Gorzo, Prosvita, Ruthenian, McKeosport, Pa.
 Joseph Santella, Corriere del Connecticut, Italian, New Haven, Conn.
 Dr. Cesare Abignì, Il Pensiero, Italian, St. Louis, Mo.
 Hynck Dostal, Hlas, Bohemian, St. Louis, Mo.
 J. Rybinski, Oswiata, Polish, Elizabeth, N. J.
 Anna Dostal, Ceská Zena, Bohemian, St. Louis, Mo.
 A. M. Milukas, Zvaigzde, Lithuanian, Philadelphia, Pa.
 The Los Angeles Morning Sun, Japanese, Los Angeles, Cal.
 F. W. Longren, Oregon Posten, Swedish, Portland, Ore.
 Victor Cruz, El Correo Mexicano, Spanish, San Antonio, Texas.
 Ng Poon Chew, Chung Sai Yat Po, Chinese, San Francisco, Cal.
 Edward Kalish, Clevelandka Amerika, Slovenian, Cleveland, O.

The American Newspapers printed in foreign languages which signed this testimonial are as follows:

Armenian	4	Norwegian	20
Bohemian	45	Polish	45
Bulgarian	1	Portuguese	4
Chinese	6	Roumanian	3
Croatian	2	Russian	9
Danish	5	Serbian	6
Finnish	5	Slovak	12
French	14	Slovenian	5
Greek	12	Spanish	14
Hollandish	10	Swedish	40
Hungarian	19	Swiss	1
Icelandic	1	Syrian	3
Italian	68	Ukrainian	4
Japanese	7		
Jewish	45	Total	421
Lithuanian	11		

Reply of Mr. Louis N. Hammerling to the American Foreign Language Newspaper Publishers' Committee

MR. CHAIRMAN AND GENTLEMEN OF THE COMMITTEE:

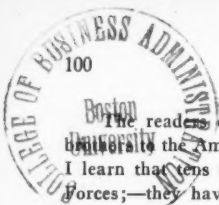
Words cannot sufficiently describe the feeling of gratitude for the sentiments expressed in the congratulatory testimonial with which you have presented me in behalf of the editors and publishers of the American Foreign Language Newspapers.

To be so flatteringly congratulated by the signed testimonial of the editors and publishers of over four hundred newspapers published in many foreign tongues in America, is a distinct and most rare honor and one which shall ever be remembered as constituting one of the happiest moments of my life.

It was ten years ago that I undertook the carrying out of the plans that resulted in the American Association of Foreign Language Newspapers. I would be remiss in my duty if I did not say on this occasion that the credit for what has been accomplished belongs more properly to you gentlemen of the foreign language press of America. It was just ten years ago that I had the opportunity and privilege of organizing with your aid, the Association which has now grown to such magnitude. At the time, I remember, there were some critics, even among our own people, who doubted the possibility of successfully conducting a business dealing exclusively with the foreign language newspapers in America, but their doubts were soon dispelled.

It was not an altogether easy task—the advertiser had to be effectively shown the buying power of the foreign language reading element in America—old prejudices had to be gradually softened and entirely overcome. This uphill work took much time and effort, but results speak for themselves; for at the present time hardly any advertising campaign is considered complete by the national advertiser unless it properly includes some of the foreign language newspapers, and millions of dollars have been expended by national advertisers through this Association, since its organization, with highly satisfactory results to the advertiser and buyer alike.

With respect to Americanization and patriotic endeavor, the ten years that have passed have given proof, and the great World War has made it doubly plain to the American people that the foreign language press as a whole is dependable. The high tide of loyalty from the alien people which has swept over this country has justified our work a thousand times over.



PRINTERS' INK

The readers of this press have given their sons, their fathers and mothers to the American Army and Navy—indeed, from a report at hand, I learn that tens of thousands are to-day incorporated in the American forces;—they have subscribed to the several Liberty Loans far beyond any per capita figures originally predicted on a population basis; they more than hold their own in the purchase of War Savings Stamps, and they have liberally contributed to the Red Cross, the Y. M. C. A., to the Knights of Columbus, and other similar organizations.

Through the columns of your newspapers it has been made possible to make known to these people, as could not have been done in any other way, the words of hope and promise and the pledges of freedom for the oppressed and subject nationalities of the world as uttered by our illustrious President, Woodrow Wilson.

Through your columns and in a multitude of languages, the work of the defamer of American motives and the manipulator of enemy propaganda has been set at naught. The immediate past has not been an easy one for the foreign language newspapers, but they can stand comparison with any other group or class of newspapers or periodicals in the amount of free advertising space which has been given to the service of our country, the United States of America.

To the cause of America the services rendered by the foreign language press has been of inestimable value. By backing the Government and our President to the full limit, you have done much in helping to carry out war measures inuring to the benefit of the country at large—especially of service have you been in materially aiding increased production and efficiency in industries; and, inasmuch as the great majority of America's foreign language population is engaged in munitions producing, mining and agricultural pursuits, your great work intensively continued along these lines of increased production, will certainly aid America in winning this great War for the freedom of the nations of the World.

Gentlemen, please accept my sincerest thanks for the great compliment paid me to-day, and please also convey to all my good friends, editors and publishers my almost inexpressible sentiments of gratitude for their remembrance and kindness on this for me a great occasion.

New York, May 28, 1918.

A rich field for you to use, as a national advertiser, is
The American Newspapers Printed in Foreign Languages

It will pay you to try it. Send for rates and other information to
The American Association of Foreign Language Newspapers, Inc.

908-926 WOOLWORTH BLDG.,
NEW YORK CITY

764 PEOPLES GAS BLDG.
CHICAGO, ILL.

Save Paper and Better Your Sales

The High Cost of Paper May Prove a Blessing in Disguise If It Leads You to Discard Wasteful Practices

By Gilbert P. Farrar

JUST about the time that advertisers in general had visions of the paper market coming down from the high place it soared to something over two years ago, up go the prices again.

What are you going to do about it?

Are you going to use less printed matter? Or are you going to use cheaper printed matter?

Of the two "strategic retreats" I don't believe that you are going to do either. You are going to Hooverize on your printed matter—*You are going to stop wasting it.*

Good printing is a mechanical term. Good advertising—profitable advertising—is a matter of how we handle the good printed matter.

I believe emphatically in buying the best printed matter you can buy for some sales propositions and I believe that average quality printed matter is fully as effective for some other propositions.

After checking up actual results from a number of pieces of printed matter I am of the opinion that the most effective pieces of printed matter owe their effectiveness more to their planning and their use rather than to their mechanical features.

A few days ago I had the need for some wire fence.

I bought several magazines that circulated in rural sections and I answered three fence advertisements.

Catalogue No. 1 arrived and I looked for the fence I wanted. Not having a definite idea of fence values I was not sure which fence I wanted and this catalogue No. 1 did not offer any suggestions that were in keeping with the advertisement. So I waited

for Catalogue No. 2 to arrive.

This catalogue left me with just as vague an idea of the fence I needed as did No. 1. No suggestions. No idea of where to find in the catalogue the fence I saw in the advertisement.

Then catalogue No. 3 showed up and I ordered my fence without opening the catalogue.

Why?

Because fastened to the outside cover was a four page folder which showed in enlarged illustration the same fence shown in the advertisement, gave the same price as quoted in the advertisement, stated that it was the best all-around fence bargain ever offered, and said that *this was the fence advertised* in the advertisement which I had read.

Out of three catalogues I bought from a circular.

Because I was buying on a price basis. I wanted a cheap general utility fence and I selected the three advertisements from all those in the magazines with that idea in view.

THE TELLING APPEAL MADE IN THE CIRCULAR

The advertiser who sold me knew that he was selling me on the basis of great quality for low price and he hooked up the advertisement with the circular. He used the same appeal in the circular as in the advertisement. Then he mentioned on the circular that if this fence was not just the thing for my needs—in other words, if I thought it was too cheap—he believed that I would find what I wanted listed in the catalogue. He also mentioned that if I was interested in poultry fencing he would send me a special catalogue on poultry fencing.

This advertiser had taken a

special fence and made it a leader. He advertised it and he hooked it up with his follow up. And this hook-up won out over two competitors as well as his own catalogue.

Let's take another case.

We'll say that you are a bed manufacturer—any kind of bed, it doesn't matter.

You publish an advertisement showing a special bed. You feel that it is a special bed or you wouldn't feature it above the others.

When the reader answers this advertisement do you send him a catalogue containing a hundred or more beds without any mention of where he will find the bed shown in the advertisement?

Instead of sending an expensive catalogue the first thing, why not send the part of the catalogue that relates to that particular bed bound up loose leaf, along with the first pages of general good will copy generally found in the fore part of catalogues?

Or better still, why not group your products as to nature of uses, as to price, or as to quality, and then issue the catalogue in sections and send only the section that backs up the featured article in the advertisement that the reader answered?

And in both cases let the reader know that you will be glad to send catalogues of other lines or styles if the reader will check those subjects in which he is interested on the enclosed postal card.

I may own a bicycle and want to buy a pump for it, but I'm not interested in automobile pumps just because the manufacturer to whom I have written happens to make automobile pumps also.

No. Advertisers don't use too much printed matter at present. Rather it is a case of sending too much at the first sign of life by a reader—and then not following it up properly.

The mass of stuff that comes to the average reader when he answers an advertisement be-

wilders him rather than enlightens him.

I know of one manufacturer who makes one general line but this line is used by many different kinds of business.

The use of a certain size or style of this manufacturer's goods has no interest whatever for several classes of customers. The certain style and size will interest only about 15 per cent of his entire trade.

This manufacturer advertises in several business journals.

Yet, whenever he gets an inquiry from any source whatever he sends the inquirer a big bulky catalogue that costs about \$2 each.

Ask him anything about his advertising and you will see how proudly he shows you his wonderful catalogue.

That this catalogue gives *some* prestige to this particular manufacturer is undoubtedly true.

But as for the catalogue being a salesman I know that it is the most expensive salesman that was ever on the books of this company.

It is all excellent material. But there is too much of it. It is not sorted out for ready reading. The part that interests the butcher does not interest the baker and candlestick maker. And therefore the reader must be pretty thoroughly sold by some other means before he will wade through such a bulky catalogue.

HOW A FIRELESS COOKER SALE WAS LOST

I know of a woman who answered a fireless cooker advertisement that featured a special style sold on special terms.

She picked this particular advertisement from many others and she was sure that it would be the style she wanted and the price she wanted to pay.

In about a week along came a big catalogue about a quarter of an inch thick with about six styles and sizes of this cooker. The catalogue talked so much and so long—without any special empha-

Creating Consumer Demand

**POWERS
MERCANTILE
COMPANY**
MINNEAPOLIS

April 26, 1918

E. L. Clifford, Advertising Manager,
Minneapolis Journal,
Minneapolis, Minn.

Dear Mr. Clifford:--

It may interest you to know that Powers advertising of Kayzers "Marvel-fit" Union Suits running in connection with the national advertising of the manufacturer has produced extraordinary results.

Nearly all our sales for these new union suits have been made to women inquiring for this garment by its advertised name, and so great has been the volume of our sales that our buyer has been forced to reorder four different times.

If you have occasion to use this letter in any way you may feel at liberty to do so.

Yours very truly,
Powers Mercantile Co.,

J.H.A-MT.

By *John H. Angle*
Advertising Manager

THE MINNEAPOLIS JOURNAL
The Northwest's Most Productive Newspaper

sis on the style of cooker advertised—about all the cookers shown, the personal attention given to all orders by the inventor, the wonderful factory, etc., etc., that this woman is to-day undecided about which style cooker she will buy.

Here is a case where at least 40 cents was spent in tin-making a sale where 10 cents worth of real sales matter that was in tune with the advertisement would have sold the special style cooker.

And if after two weeks it didn't sell the cooker the advertiser could have followed up with a request that the woman in question might like to see other styles and if so, would she please return the card properly checked and filled out?

Another real waste is in the planless method of buying printed matter—buying too much and then not having any use for it.

I've been in some stock rooms where printed matter was kept and have seen enormous quantities of left-overs.

The buyers of such printed matter buy 100,000 copies of a job when they really need only 50,000 or possibly 75,000.

Again I have known advertising men to have a certain appropriation with which to meet a certain demand, or assumed demand, and they would plan something of a size where it was necessary to reduce the quality of the paper to such an extent as to make the job shoddy.

Then when they had stretched the point to where the effect was cheap they would get 100,000 cheap and ineffective pieces of selling literature, whereas if the appropriation were spent on 50,000 copies they would have a better job, a more effective "salesman," and would save a bit of the appropriation also.

An advertiser of this sort says, "I have 100 dealers and I must send them 1,000 copies each."

Why not forget the volume and send 500 real effective pieces of literature instead of 1,000 shoddy pieces?

Your dealer looks at one piece at a time and if you don't impress him he will not be anxious to use the pieces even should you send him 5,000 pieces.

Why not say to the dealer that you are only sending a small lot and will be glad to send more if he needs them and if he feels that the pieces are really helping the sale of his article?

Some advertisers encourage their dealers to circularize their customers with the firm's literature and when the dealer asks for 5,000 pieces of a circular to do some circularizing the pieces are sent along without question.

And it would be the shock of their lives if some advertisers could see how many real pieces were used. The average dealer thinks he will send out a thousand pieces and when it comes *actually to counting* the names he finds that he has about from three to six hundred people worth sending the circular.

He guesses about the quantity before he writes you for circulars and you send the thousand, only to waste from four to seven hundred pieces.

There are, however, advertisers who get around this waste by getting the dealer to send them the names and they will do the addressing and mailing—if necessary they ship the entire lot by express to the local dealer's post office to get the local cancellation stamp, this for the local color that some dealers request.

COMBINING RECORD FORMS

At the beginning of a rise in paper prices some time ago the president of a large corporation appointed a special committee to look over the firm's office and record forms to see how many could be combined.

This committee found that by slight additions and rearrangements, when certain forms were to be printed one-third of that firm's forms could be eliminated.

This committee saved the firm a large sum of money and a large amount of store room space.

From \$25,000 to \$1,000,000 IN FOUR YEARS

THAT is the record of a Northwestern manufacturer of farm equipment and farm building specialties.

Six years ago this manufacturer began operations in an abandoned building. Financial resources were small. The products were new. Farmers were skeptical. By the end of the second year, when we first became acquainted with the business, it was scarcely two laps ahead of foreclosure.

A survey of the Twin City market was made; a definite selling policy adopted; a merchandising plan developed; a modest advertising campaign started. Then the orders began to come.

The third year plant capacity was doubled. And again the fourth. For some time the total factory capacity has been utilized night and day. Now a modern factory eight times larger than the first is being built.

This is just one instance out of scores we could mention to show the possibilities in this territory and how they are developed by our service. We'd like to tell you more about our service and the possibilities for your product in this market.

Mitchell Advertising Agency, Inc.

306-310 Plymouth Building

Minneapolis

475,000

**Paid-in-Advance
Small Town and Rural**

CIRCULATION

**At the Low Rate of
\$1.00 the LINE**

That advertisers may have sufficient opportunity to avail themselves of this unprecedented space bargain, it has been decided to extend the summer rate of \$1.00 per line, (for 475,000 proven circulation) to include our September number.

For this rate to be applicable, advertisers must place three-time orders for the months of July, August and September, or two hundred lines or more in a single issue.

The circulation of the Household Journal and Floral Life is so concentrated that the increased second-class postage rates will in no way affect the circulation.

Detailed circulation statement, rate card and sample copies may be had upon application.

***July Forms Close
June 24th***

HOUSEHOLD JOURNAL and FLORAL LIFE

The Mail Order Magazine with a Mission

I. E. SEYMOUR, Adv. Mgr.

BATAVIA, ILLINOIS

**Chicago Office
RHODES & LEISENRING CO.
2003 Harris Trust Bldg.**

**New York Office
A. H. GREENER
140 Nassau St.**

More Advertising Prescribed for Slack Sales of War Savings Stamps

Brand New Advertising Campaign Already Launched—Nebraska Sales Method that Produces \$10,000,000 in Subscriptions in Three Months to Be Used

ALTHOUGH nearly half a billion dollars' worth of War Savings Stamps have been sold during the five months that have elapsed since they were first offered, the amount is far less than had been expected by the officers of the Treasury Department.

June 28 has been officially designated as National War Savings Day. On that date every man, woman and child will be asked to pledge his or her full quota of War Savings Stamps for 1918. Committees are making arrangements to hold public meetings and demonstrations for the purpose.

A new advertising campaign, designed to boom this patriotic event by bringing it to the attention of everybody in the country through the printed word has already been launched. The Division of Advertising, with headquarters in New York, was called upon to produce the copy and illustrations in double quick time. Advertising men who are familiar with the difficulties always encountered in producing advertising matter under pressure can appreciate the accomplishment of the Division in turning out six full-page and six quarter-page ads, appropriately illustrated, and reproduced in mat form, and shipped to the newspaper publishers in 48 hours. Page advertisements were also prepared for the monthly magazines, and three-column by eight-inch ads for the weeklies.

In spite of the rapidity with which all this work had to be done the advertisements are a credit to the several agencies that prepared them. "The 'Scraps of Paper' That Will Help Win the War" is the title of a full-page display showing the air filled with flying War Savings Stamps which

are falling to the ground in such numbers that they have about buried the Kaiser. "Smother the Kaiser With War Savings Stamps" is the inscription above the two.

Another advertisement urges the reader to "Paste the Kaiser with W. S. S. on June 28th." A picture of the Emperor with a stamp stuck over his right eye occupies one corner. "Paste him in the eye with a War Savings Stamp," continues the copy, "then paste him again and again. Don't think you have already done your duty, Pershing's men 'over there' don't go home after the first battle—they go after the Huns again—they keep on pasting the Kaiser."

"What Will Be Your Answer on June 28th?" is the headline of an advertisement the top of which shows a sinking steamship with passengers leaping into the sea and U-boats standing by. "If every man, woman and child will rise to this occasion and buy stamps, you can bet that the Kaiser will know what it means. If every one of the hundred million Americans buy only one War Savings Stamp that day the Government will have \$425,000,000. But that is not enough. We must pledge five times that. Our quota for the nation is two billion dollars, to be raised through the sale of War Savings Stamps this year."

LARGE AMOUNT OF ADVERTISING WILL BE USED

Forty thousand dollars worth of space will be used in the magazines alone. Several times that amount will be used in the newspapers, if advertisers are as generous as they were in the Liberty Loan campaigns. In addition, a slide calling attention to

June 28 as National War Savings Day will be flashed on the screen twice a day in 17,000 moving picture theatres. Thousands of posters have been sent out from Washington headquarters to all parts of the country to reach those who do not read the popular publications.

Another thing that is expected to help put the War Savings Stamp sales across is the adoption of what is known as the Nebraska plan. On April 1, three months after the campaign opened, Nebraska had sold its allotted quota of \$10,000,000 worth of War Savings Stamps, or at the rate of \$20 for every man, woman and child in the State. This achievement was so remarkable—no other state having come anywhere near making such a record—that Frank A. Vanderlip, chairman of the National War Savings Committee, invited Frank C. Bulta, publicity manager of the Northwestern Group of Bell Telephone System; Ward Burgess, president of the Burgess-Nast Co., and Guy C. Kidoo, secretary of the M. E. Smith & Co., of the Nebraska State Committee, to come to Washington and tell how it was done. The plan, as they described it, was as follows:

As soon as the Committee had been organized it invited groups of advertising men, to meet the Committee and suggest ways and means for advertising War Savings Stamps. Then groups of sales managers were called in and asked for advice as to how the stamps could be sold. Under the advertising plan that was adopted the amount of advertising needed in each town in the state was fixed. The local committee then called upon the larger concerns and secured as large subscriptions as they could in cash. Later they called upon advertisers to give advertising space which was to be used in pushing War Stamps sales. During December and January the advertisements appeared in nearly every publication in the State.

The sales organization, which was created under plans suggest-

ed by the sales managers, consisted of county and town committees. Conferences were held all through the state to talk over the matter. Lists of people in each district having an income of \$2,500 a year were made and each person was asked to sacrifice \$500 for the purchase of War Savings Stamps, the same to be paid during the year. Many of those who were approached did not feel able to take that amount; some wanted more, the limit being \$1,000. March 22 was designated as War Savings Stamp Day by the Governor of the State, who in his proclamation asked that all business houses be closed and that meetings be held in school houses which should be attended by all citizens in the several districts. The chairman of the district, who presided, announced the quota to be raised in the district and then distributed cards upon which each person present was asked to indicate the amount of stamps he would take. In most instances the full quota was subscribed before the meeting adjourned. Eighty per cent of the inhabitants of Nebraska signed the pledge cards. No attempt was made to sell thrift (25 cent) stamps. "This is not a 25 cent stamp state," said one of the State Committee men, when asked for an explanation of the fact that none had been sold.

This is the plan which is to be put into operation at once throughout the country. If it works as well in other states as in Nebraska the entire \$200,000,000 worth of War Savings Stamps will be sold within the next thirty days.

War Speaker at A. B. C. Dinner

Another speaker at the joint dinner of the Association of National Advertisers and the Audit Bureau of Circulations at the Hotel La Salle, Chicago, on the evening of June 7th is announced. He is Col. James Currie, a member of the Canadian Parliament, who was a commanding officer in the 48th Highlanders of Toronto and went over with the first division of the Canadian expeditionary force. He was wounded in the second battle of Ypres.

THE PUBLISHERS OF
SCIENTIFIC AMERICAN

Announce the Appointment
of

PAUL F. JACKSON

As New England
Representative

MUNN & COMPANY, Inc.

Woolworth Building
New York City

Peoples Gas Building
Chicago, Illinois

Finds Way to Make Deliveries Despite Labor Shortage

Under Pressure of War Business Fence Manufacturer Alters Product So
That Private Customers Can Install for Themselves

BEFORE the war the American Fence Construction Company of New York divided its sales of iron and wire fences roughly half and half between the industrial field and the private house owner.

Things are different now. The war has forced a wide differential in these markets in favor of the industrial field. And scarcity of labor brought with it other problems to solve. Yet the company has adjusted itself and advertising is still further fortifying it for anticipated readjustments that time may make necessary.

This concern has only been a company for a matter of a few years. Before that it was the fence department of the American Wire Form Company. By aggressive sales work it grew so fast that seven years ago it ceased to be a division, and became a business by itself, with its own title, etc.

From the first it advertised in country and suburban-life papers, architectural and industrial magazines, etc., to sell its wire

mesh and wrought iron fences and gates, whether to the large estate, the house owner, or for the factory grounds.

Its source of inquiries that develop into business in the sequence of their importance, are: advertising, building trade reports, and orders produced as a result of previous jobs. Of these, advertising is responsible for about fifty per cent of the business. Yet its advertising appropriation averages only about three per cent of its gross sales a year.

To mail inquirers it sent out literature, including a catalogue of styles with prices, and where an inquiry bade fair to turn into a sale, a salesman followed. It has aimed to develop its business in a wide arc around New York City so that it could handle orders personally from this central point. Its quotations covered the cost of a fence erected complete, and a sale invariably included installation service.

Then the war came along, and even before



This is a new style of fence. It is made of diamond and heavy galvanized steel. From this you can see the strength and beauty of the material. Very attractive in appearance. It is very strong and durable. Can be furnished in any length, up to 100 feet. If you have the fence, let us know the length you want, and we will send you prices by return mail.

Your American Fence You Can Easily Erect, Yourself

THE construction of the American Fence, both iron and wire, has been so simplified, that anyone, by following the easily understandable directions we supply, can easily and quickly put up his own fence.

The one fence that will most fittingly and effectively

meet your every requirement, you will surely find in our carefully chosen assemblage of designs.

Tell us something about your fence problem, and we will be glad to advise with you as to its most logical solution. Interesting photos and prices will accompany our advice.

American Fence Construction Co.

100 Church Street

New York



This is a characteristic American Wrought Iron Fence, that makes a strong appeal to those who like something different. Its design is simple and elegant, and it is made of the finest material. It is a fence that is both strong and beautiful. This design is known as No. 116. Why not let us send you prices on it?

COMBATING THE IDEA THAT FENCE MUST
BE ERECTED BY THOSE SKILLED IN
THE BUSINESS

our entry, the demands for fences to protect factories, munitions plants, warehouses, etc., from prowlers, spies, and other persons with no legitimate business around the premises, grew apace. The company had been advertising in the industrial papers, and sales in this field began to expand greatly out of proportion to those from the private home market. When this country entered the war, the demands from the Government still further increased the pressure from this source.

One morning W. F. Goodnough, president of the company, got to the office earlier than usual. Presently a prospect came in and Mr. Goodnough sold him a fence for his home grounds. When the service manager came in later and heard about this new order, he was in despair. Government orders stared him in the face for weeks to come, and the available supply of labor was very, very limited.

Right here Mr. Goodnough caught the point in the situation. His company had been aiming to develop the market for its fences among private customers when from forces beyond its control it became almost overwhelmed by an embarrassment of work from its industrial market. Some people would not look on this sort of business as embarrassing. It is profitable and there is certainly a lot of it going around.

Mr. Goodnough doesn't share this view. It's good business so far as it goes, and he's glad to have it. But there's a limit.

This is why, when his manager demurred at this new order he had taken, after a moment's thought, the president said something to this effect:

"If we can't carry out this order, then we've got to make a fence that anybody can put up himself."

In normal times, as explained, the company had looked for its market share alike in two fields. War conditions stimulated the development of one field abnormally. As the preceding incident will show, it also tended to render it difficult to take care properly of

the other market. And yet this was a market in which the company was equally interested.

"We were just beginning to be known as makers of fences for private homes," explained Mr. Goodnough, "when the war came.

"The prosperity of the war business did not blind us to the future possibilities in the situation. A reaction seems inevitable in the industrial field so far as the market for this particular product is concerned."

Mr. Goodnough, however, worked out a way to keep this market alive through advertising, and still be able to make deliveries. It was not a question of having the goods; it was a question of service. Labor to install the fences was not obtainable in numbers large enough to take care of both fields. Whereupon, as he said he would, he devised a method to make his fences so that anyone can put them up.

"I consider my advertising much as a man entering a swinging gate," he explained to the writer. "It opened the gate. It keeps the gate open. If I stopped advertising it would start to swing shut and it would cost me more effort to catch it on the back swing and to open it again, than it does to keep it open now."

Therefore in the private house field the company is now advertising that the prospect can erect his own fence. The services of an expert mechanic are not necessary now owing to the changes made to meet the conditions.

Where the company used to quote the private house owner prices for a fence erected complete, it now quotes him for the materials, and when it gets an order sends instructions, drawings and diagrams for erecting the job.

Of course it continues to advertise its fence in the industrial field. The market there is by no means saturated. But it is interesting to see its attitude towards advertising in relation to its other market. It employs advertising here as market insurance with immediate profit.

ERWIN & WASEY COMPANY

Advertising

58 EAST WASHINGTON STREET • CHICAGO

Nothing that we can
say in words speaks as
eloquently of the merit
of our work as the
results it has brought
to our clients.

After being actively associated for fourteen years with the advertising agency founded by my father, the late George Batten, I have resigned as vice-president and director of George Batten Company, Inc.

My address for the present will be my home

Afterglow Way
Montclair, N.J.

JOSEPH Z. BATTEN

June 1, 1918

Association Organizes Bureau to Recover Stolen Property

Depredations of Thieves Have Become So Numerous That Action Was Necessary—Thousands of Dollars' Worth of Silk Goods Already Returned to Owners

THE Silk Association of America is rendering a great war service to its members by running down thefts of goods in transit. A year ago it was busily planning a far-reaching advertising campaign, but because of the uncertainties of developments in the textile industry modified its plans. Its secretary was impressed by the magnitude of silk thefts and turned his attention to hunting them down, whereby hangs a tale which will be suggestive to other associations of manufacturers. Difficulties which are too great for any individual members are not insuperable for an association of manufacturers.

The interruption of the movement of goods due to the shortage of coal, to the priority of shipments of government supplies, to the congestion of freight at transfer points and at terminals, and the withdrawal of experienced men from the railroads to serve in the war, has given the thieves abundant opportunities to carry on their depredations. These have become so numerous of late in the silk industry that the Silk Association of America has established a missing property bureau for the purpose of keeping track of the losses of its members and to assist in bringing to book the men who have stolen their goods. As silk bulks large in value, whether raw or manufactured into fabrics, and could be readily sold before the bureau began its work, early in the present year, the thieves were always on the lookout for shipments of this character.

After a preliminary investigation had disclosed the urgent need of prompt action and the bureau had been organized under the direction of Ramsey Peugnet, the secretary of the Silk Association of America, a bulletin was sent

out to the entire trade for the purpose of enlisting its active co-operation and of educating all of those engaged in it to exercise due precaution in the forwarding of goods. A portion of the bulletin read as follows:

"Upon investigation we find that some business firms believe that because they are covered by theft or transit insurance, their responsibility ceases. It is illogical and contrary to the best interests of the community to depend on this temporary security. A continued pursuance of this course is certain to result in larger losses and increased insurance rates. It is our endeavor to make the stealing of silk such a dangerous practice that the thieves will abandon it. To accomplish this, however, we must have the assistance and co-operation of the entire trade. You can give us this at the present time in the following way:

"1. Instruct your shipping or claim departments to notify us at once of any losses or delayed shipments which you believe are due to other than ordinary railroad delays.

"2. Promptly report to us all suspicious lots of waste silk or other goods that are offered for sale, or for dyeing, throwing, etc., other than those from well-known and reputable firms. Silk will not be stolen if there is no outlet for it.

"3. Enclose in the inside of packages shipped, the name and address of consignor and consignee. Tags are often torn off in transit. Without an inside identification mark it is difficult to trace the owner.

"4. Do not send goods to a dyer in a bag on which the name of another dyer is stencilled. In case of loss such a bag is not readily traced.

"5. Re-mark lettering on trunks as often as required, so that the name will be clearly seen at all times.

"6. Adopt, if possible, on both manufactured and raw materials, a secret mark by which you can identify the goods in case of loss; that is, such as special lacings, etc., on skeins, or special thread, etc., in manufactured goods, and report such secret marks to us.

"7. Read our bi-monthly Missing

Property Bulletin and advise us at once if you have information regarding any of the missing goods listed.

"Our Bureau has received excellent support and assistance from the police departments, detective bureaus, and 'no mark' departments of the common carriers. It is now asking for the help and co-operation of the trade. May we have it?"

One of the most valuable aids in keeping tabs on goods stolen in transit is the Missing Property Bulletin, issued regularly, in which are listed all goods reported as missing or stolen, or that have found their way to the "no mark" departments of common carriers. Items are repeated in each issue until they are located. The trade is requested to report to the bureau any information they may have concerning them.

HOW LOST GOODS ARE TRACED

Now let us see how the association helps its members to trace, and, if possible, to recover missing property. A bale of raw silk, with no shipping marks to indicate its destination turned up in the office of the Adams Express Company in Philadelphia. Only the heel of the tag which had carried the name of the consignee, remained, the rest having been torn off. On the bale was stencilled the "Diamond K" mark 31,111. The Missing Property Bureau was notified of the presence of the unidentified bale in the "no mark" department of the express company. All the bureau had to work on to find the owner was the mutilated tag, the bale number, and the chop mark. Upon investigation it found that the "Diamond K" chop mark, which had been registered with the bureau belonged to Morimura, Arai & Co. When the company was asked if it had lost a bale of raw silk marked "Diamond K, No. 31,111," it replied that this bale was in their own warehouse. The manager of the bureau was surprised at the answer because he couldn't conceive how a bale so marked could possibly be in two places at the same time.

An examination of the tag stub

showed that it bore at the top the letters "Til." These letters would not have been much of a clue to any one not familiar with the silk trade, but on referring to a list of dealers in raw silk, it was found that the "Til" might be a part of the name of the Tilt Silk Mills, in Pottsville, Pa. On communicating with the latter company the bureau learned that it had lost a bale of raw silk marked "Diamond K, 31,114" and not "Diamond K, 31,111," which had been shipped to Pottsville from its Paterson mill.

Investigation of the bale of silk showed that in stenciling the number on the bale of silk the figure 4 had been poorly printed, or had been erased in such manner as to make the four appear to be the figure 1. Undoubtedly the bale of silk was the one lost by Tilt Silk Mills and it was forwarded to them by the Adams Express Company, acting under instructions from the Missing Silk Bureau of the Silk Association.

A theft of \$8,000 worth of manufactured silk piece goods from its factory was reported to the Bureau and the police by Scolas Piece Dye and Finishing Works, of Paterson, N. J. The only aid the works could give was to furnish samples of the silk secured from the manufacturers who had sent the goods to the plant for processing. After looking into the matter thoroughly at the Paterson factory the Bureau turned its attention to the New York wholesale market in an attempt to uncover any offers of silk merchandise that were being made at less than current market prices. In this way, it ascertained that certain persons had been endeavoring to dispose of silk goods under suspicious circumstances, and a little later it recovered 31 pieces of the missing silk, valued at \$3,000. As a result of this action several men were arrested, and indictments were secured against them for receiving stolen goods and aiding and abetting the robbery.

These two cases show the character of the service the Bureau renders the silk trade. Through its efforts, it is believed, many

How to Meet War's Handicaps

A house-organ is a good investment at any time. But right now, with war disturbance everywhere, a house-organ is well nigh indispensable.

You'd realize the truth of this more keenly if you knew what splendid results are being obtained by the score of firms for whom we print house-organs or *sales periodicals*.

Owners and representatives of these firms say that the house-organs we prepare for them do more toward offsetting the handicaps imposed by war than any other factor.

They take the place of salesmen who have gone to war. They checkmate the rising cost of labor and materials by reducing selling cost. They make personal solicitation less necessary.

We have the men and facilities for producing a house-organ complete, from the first idea to the finished job.

Perhaps you would like to see our own house-organ, the "S-N-P." Send for it. It may start you to thinking house-organ.

*We particularly invite inquiries
from business houses in Detroit and
territory adjacent thereto*

SATURDAY NIGHT PRESS, Inc.

DETROIT U.S.A

Printers



"fences" for stolen goods will be driven out of business.

The value of the lost or stolen goods that have been recovered by the Bureau during the few months it has been in existence amounts to many thousand dollars. Perhaps the largest quantity it has restored to its owners was that involved in the first big case the Bureau handled. A freight train bearing \$100,000 worth of silk from Seattle to New York was robbed of nearly the entire quantity. The Bureau, in co-operation with railroad and Government investigators, was able to recover many thousand dollars worth of the silk and restore it to its owners.

With its special organization, a thorough knowledge of the silk trade and co-operative relations with the special investigating departments of railroads and express companies and the police departments of many cities, the Bureau can accomplish, in most cases, far more than the insurance companies or private investigators in restoring to owners lost or stolen silk goods.

Canadian Bankers Advertise Curtailment of Services

THE Canadian Bankers' Association is using large newspaper space asking the public to co-operate in the elimination of non-essential services during the war period. The serious inroads made upon the staffs of the banks by the voluntary and compulsory enlistments have forced the banks to discontinue many of the services rendered the public in normal times. These services in the main are gratuitous and in reality are not banking but rather services rendered the public because of competition or in the hopes that customers might be developed once the public got into the habit of coming to the banks to pay their electric light, gas, and other public utility bills. The war has now forced bankers to get back to primitive and essential bank-

ing for the reasons stated in their advertisement following:

**THE CANADIAN BANKERS' ASSOCIATION
Invites the Co-operation of the Public
on Behalf of the Banks**

STAFFS HEAVILY REDUCED BY WAR

More than half the men in the banks of Canada are now on military service, and the number which remains is being steadily reduced.

Women clerks have been employed in thousands and have done splendidly, but they have not the experience of the men they replace. It would be out of the question to expect them to work as rapidly or with the same knowledge of banking as officers of many years' training in the profession.

The drain upon the number of experienced officers has now reached a point where it is necessary to ask the public to take into consideration this decrease in efficiency, and to lighten, as far as they can, the burden thus thrown upon those left to run the business. Canada was never so busy as now and the volume of banking business is greater than ever before.

HOW THE PUBLIC CAN HELP

Transact your banking business in the morning as far as possible, and as early as possible. Try to avoid a rush at closing time.

Do not draw more cheques than are absolutely necessary. Instead of paying small accounts by cheque, draw the money in one amount and pay in cash.

Beginning June 1st, banking hours in Canada became 9:30 to 2:30; Saturdays, 9:30 to 12.

"This arrangement," says the advertisement, "will give the staff more time to complete the large amount of work which cannot be taken up until after the office is closed to the public."

Business Men Decry Hand- Bill Advertising

The West End Business Men's Association of St. Louis is out in open letters to the daily press seeking the suppression of the use by neighborhood retailers, tailors, dye shops, etc., of dodgers, hand bills, cards, etc., in house-to-house advertising. These are tossed about promiscuously and litter the streets. "Advertising in the newspapers is so much more profitable," states the open letter, "that we are surprised that merchants should resort to having dodgers distributed."

Joseph Z. Batten Leaves Agency

Joseph Z. Batten, son of the late George Batten, has resigned from the George Batten Company, New York, of which he was a vice-president and director. His plans for the future have not been announced.

PRINTERS' INK



They Need Signs to Show Them Where to Buy Your Goods

Look down your own street and see how the Flexlume Oplex signs stand out from the others—a steady, clear-cut blaze of light in the darkness; in daytime raised, white letters of unbroken outline on a dark background. No better display is possible, no sign has greater reading distance.

Flexlume signs are guide posts to progressive establishments, the badge of merchandisers who link their paid space to the dealer's location by electrical advertising.

Flexlume signs are every day salvaging thousands and thousands of the dollars which without them would be lost because people would not know where to get the goods they see advertised in the magazines.

No matter how much you advertise, your campaign is incomplete without electrical advertising—the Flexlume kind—as used by organizations like the Western Union Telegraph Co., Piggly Wiggly Stores, United Cigar Stores, The Hood Tire Co., The Standard Oil Co.

A line on your business letterhead will bring you the Flexlume book "Twenty-Four Hours a Day," or better still let our designers submit a sketch showing how your sign will look.

The Flexlume Sign Co., ELECTRICAL ADVERTISING
1432-1446 Niagara St., Buffalo, N. Y.

Pacific Coast Distributors:
Electrical Products Corp.
341 W. 16th St., Los Angeles, Cal.

Canadian Distributors:
The Flexlume Sign Co., Ltd.
St. Catharines, Ont.

MAZDA

"Not the name of a thing, but the mark of a service"

As the turbines draw from Niagara the energy that sets the motors whirling—so MAZDA Service draws from the flood of new thoughts in lighting, the ideas that help the lamp-makers make better lamps.

THE MEANING OF MAZDA

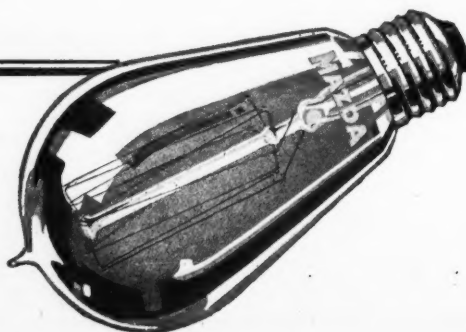
MAZDA is the trademark of a world-wide service to certain lamp manufacturers. Its purpose is to collect and select scientific and practical information concerning progress and developments in the art of incandescent lamp manufacturing and to distribute this information to the companies entitled to receive this Service.

MAZDA Service is centered in the Research Laboratories of the General Electric Company at Schenectady, N. Y.

The mark MAZDA can appear only on lamps which meet the standards of MAZDA Service. It is thus an assurance of quality. This trademark is the property of the General Electric Company.



RESEARCH LABORATORIES OF THE
GENERAL ELECTRIC COMPANY



Campaign to Absorb the Alien in America

(Continued from page 6)

the absolutely necessary labor of the country have been found but for this inflowing stream? In 1914 the immigration was 1,218,480. It fell to 326,700 in 1915; and what happened? The beginning of the labor stringency the country has felt ever since. We need the alien quite as much as he needs us.

Surveying in this wise the whole situation the Bureau of Naturalization decided:

1. We need the alien.
2. The alien needs us.
3. He needs to be both naturalized and *Americanized*.
4. We need to have him both naturalized and *Americanized*.
5. We might *force* citizenship on the alien, but we can't *force* Americanism on him.
6. Therefore we must *educate* him in Americanism so that by the time he is ready to be a citizen legally he will also be a citizen spiritually.

Statistics might be piled up endlessly. It is enough to say that the Russians have, in recent years, been quickest to naturalize; perhaps because there is a great percentage of Jews among them, and Jews of whatever origin always become citizens promptly. The British are slowest to accept a new allegiance. The Germans have generally been prompt to naturalize. The Irishman is notorious for declaring himself "agin' the gov'mint" as soon as he lands—and then taking out his papers.

There were 123,277 aliens in the first draft army. Of these 76,545 were certified for service despite that they had never even declared

their intention to become citizens. In addition, 46,732 "first paper men" were drawn. The military authorities estimate that 433,574 are available for later drafts.

Below is a table showing numbers of aliens of various countries registered, called, and accepted for the first draft army.

"The facts about this situation," said Franklin K. Lane, Secretary of the Interior, recently, "are almost unbelievable, and in themselves accusatory. In 1910 there were 5,516,163 persons over ten years of age unable to read or write any language. Over 4,600,000 of them were over twenty years of age. There are 700,000 men who cannot read or write who may be drafted into our army in the next year or two. They cannot sign their names, read orders and bulletins, study the manual of arms, understand signals. Training camps are not equipped for school work."

Secretary Lane was speaking primarily of the educational side of this problem; and that is largely a question of the aliens. He emphasized the difficulty of making efficient soldiers of men ignorant of the language, and of the economic waste of uninformed and unintelligent labor.

Altogether, then, our problem is to make citizens of the aliens, to imbue them with true Americanism, and to give them education. It is found that the citizenship and the educational work are intimately related.

Congress has just passed an amended naturalization act which waives, for the alien in the forces, requirements as to residence, jurisdiction of courts, and the like, and makes quick naturalization possible with red tape eliminated. Sailors, seamen, marines, soldiers, who have no permanent domicile from which to natural-

	Registered	Called	Accepted
Co-belligerents	772,744	281,982	49,276
Neutrals	148,274	55,901	11,202
Austro-Hungarians	238,768	92,199	13,233
Germans	40,663	12,959	928
Nations allied with Austria-Germany.....	43,356	14,672	1,902
Total	1,243,801	451,713	76,545

ize, are provided for by waiving the proof of domicile.

There were some thousands of men in the army which went to the Mexican border, who had had military experience in Europe and were the finest soldiers. But, being still legal citizens of Germany or Austria, they had to be mustered out when we entered war with those countries. They wanted to fight but could not. The new law deals with their cases, enabling them to become citizens without delay. Residence in the Philippines is made equivalent to residence in this country for naturalization purposes. Filipinos honorably discharged after four years in navy, marines or or naval auxiliary service are allowed naturalization—the first time this privilege had been given to Malaysians. Aliens actually serving in France may secure naturalization through agents on this side. No fees may be taken for naturalizing soldiers in time of war. The enemy alien who had declared intentions before war started may perfect his citizenship if he proves his loyalty. Before America entered the war Congress passed a law expatriating Americans who had entered the armies of European countries. The new law permits them, by taking an oath of allegiance, to have their citizenship restored. There were 45,000 in this one classification. Finally, foreigners who do not naturalize during the war are credited with their period of service, toward making up the five years residence necessary to naturalize afterward.

Such, briefly, is the new law's provision to meet the military emergency. But more important is its plan for wholesale Americanization of all aliens in the country. It recognizes work already organized in the Bureau of Naturalization, for education of the alien population along citizenship lines. In every State and territory, this work has been in progress through volunteer cooperation of school authorities with the Bureau. This co-opera-

tion is now given legal standing. It will be made universal just as fast as possible. Provision is made for certain necessary expense of conducting citizenship schools.

THE BEGINNING OF CITIZENSHIP SCHOOLS

The story of these citizenship schools is an inspiring one. In 1909 some aliens appeared before Federal Judge James P. Platt, of Connecticut, asking naturalization. Examination showed them utterly unfit; they had no conception of American institutions and ideals. The Judge vigorously declared it a shame that men resident here, helping build the country, anxious to be citizens, should have no opportunity to acquire such elementary education in citizenship. He admitted that they were not equipped, but denounced the neglect responsible for this state of affairs. Finally, he called in the local superintendent of schools, and together they arranged to have night classes started for aliens desiring to qualify.

It was an instant success. The first citizenship night schools were at Hartford and New Britain, Conn. Teachers in the public schools volunteered for the extra-hour work, and invariably found it absorbingly interesting. The aliens eagerly joined, for they found themselves gaining not only the knowledge necessary to become citizens, but the general education that they needed in every department of their lives. They were taught reading, writing, basic economics and history. The classes increased as learners told their fellows of the opportunity. Men discovered presently that they could earn more, could better their positions, if they gained the education thus offered. They learned that citizenship preparation was of tangible value.

This work spread rapidly to Brockton, Mass., Rochester, Cleveland, Rockford, Ill., and other towns, and west to Los Angeles, where it was taken up with enthusiasm. A great work was in-

You *Know Your Business*

YOU hire an advertising man not because he is an expert in the *manufacture* of your product, but because he is an *advertising* specialist. Our value to you lies in the fact that we know the fundamentals of advertising and how to apply this knowledge to the problem of selling your goods.

WENDELL P. COLTON CO.
Advertising and Sales Plans
165 BROADWAY NEW YORK

We *know Ours*
Colton
Can Sell
Your Product

augurated at Chicago, where Mrs. Ella Flagg Young, superintendent of schools, and Chas. P. Schwartz, became leaders in it. Chicago was the largest Polish city in the world. Its alien problem had been regarded as well nigh hopeless. Yet, when opportunity was thus brought to the alien, he was found willing, anxious, to avail himself of it.

Right here is the place to nail one lie about the alien. There has been a lot of ignorant libeling of the aliens in this country. Because they seemed not to appreciate or desire citizenship, they have been misrepresented. There has been endless fool talk about "the dregs of Europe" and that sort of thing. People without horse sense or time to think twice, have become alarmed lest we be overrun with undesirable elements that Europe didn't want and we couldn't absorb.

The fact is that the aliens who come here are not the worst, but on the whole the best Europe can give us; people willing to work, anxious to do it; people with initiative and enterprise enough to pull them out of the old-country rut; with imagination enough to understand the possibilities of a free country, new and full of opportunity. They are just the kind of people we need; and of this the experience of these citizenship schools is the complete proof.

Once having proved its usefulness, the citizenship school spread everywhere. Today there are 1,497 State, county, city and town superintendents of schools working, with their organizations, in co-operation with the Bureau of Naturalization, conducting regular classes. These commonly meet from 7:30 to 9:30 p. m.; sometimes other classes meet from 4 to 6 p. m. for night workers. Sessions are held from two to five days weekly. The Bureau furnishes the school authorities lists of all aliens taking out first papers. For every declarant, a card is made out, giving the facts concerning him. With this, the

school authorities through truant and attendance officers hunt up the alien and try to induce him to attend the school. He almost always does.

But this is only the beginning. If only the first-paper men were brought into the schools the work would be unimportant. But right at this point is found proof of the real character, worth, ambition, desirability, of the average alien. The people who are brought into the schools immediately become missionaries, evangelists. They go out and tell their friends about the good thing they have found. More than 80 per cent of the pupils in these schools are found not to have taken out their first papers at the time they entered school. They are originally attracted to the classes by their desire to learn. They want to improve themselves. Exactly the same ambition and enterprise that moved them to migrate hither, makes them want to seize the opportunity to better their condition. They have discovered the handicap of not knowing English, of being strangers to customs and manners, of not understanding institutions. They apply themselves, learn quickly, become devoted to the school and the teachers. Their aptness at learning curiously disproves the common belief that children are the quickest pupils. The fact seems to be that the adult who knows the value of education, who has the urge of ambition, is the readiest pupil.

TEACHER BECOMES ADVISOR IN MANY THINGS

Some of the experiences with these adult pupils are illuminating; many are pathetic. The teacher soon becomes an all-round guide, mentor and friend. The pupils seek their advice in all manner of affairs. Husband and wife frequently come to school together. They bring their family differences to the teacher to arbitrate. Whether they shall build or buy a little home must be discussed with the class leader.



Let Your Trade-Marks TALK Through Phonograph Records

Bobby operates the phonograph.

Sure you've thought you'd like to accomplish this startling publicity. Well, you *can* do it, we will show you how *now*.

Surely you will admit that this is the most intimate way of reaching the people and selling your product, that has ever been devised—and who would throw away a record? Especially the kind of a record we are ready to make for you to boost your product.

Emerson Phonograph Company^{INC.}

3 West 35th Street

New York City



How the Armies' need for meat was answered

IN a fighting man's ration meat is the important item. Twenty ounces of fresh beef, or its equivalent, is called for daily.

To supply the meat needs of an army that was suddenly expanded from 100,000 to 1,500,000 is a tremendous task. Added to the needs of the Allies, it is a staggering one.

In one week, Swift & Company was called upon to supply the Allies and the American Army abroad 24,000,000 pounds of meat and fats—enough to have fed America's peace-time army for more than six months.

Three days after the order was received by Swift & Company shipments began, and the whole amount was rolling seaward within a week.

Swift & Company's entire resources have been geared to every war demand.

Not once has there been a failure to meet the Government's needs.

This service Swift & Company performs without governmental guarantee of profit, and with a limit of 9 per cent return on capital employed in the meat departments. This means about two cents on every dollar of sales.

Swift & Company, U. S. A.



The care of a sickly child or the discipline of an unmanageable one requires his counsel. They seek jobs and references and all kinds of assistance through the school. In short, it becomes their means of touch with the whole world around them.

The classes organize and hold discussions. When they graduate, they form alumnial associations which develop great usefulness in promoting further effort of a post-graduate type. Many of the schools go into elemental courses in domestic economy; cooking, sewing and the like are taught.

All this work has grown up in different communities along widely differing and divergent lines. Some schools manage to be more attractive and successful than others. The Bureau of Naturalization has studied all kinds of schools and their methods; and as a result is now entering upon a great work of expanding and standardizing the system. This is made possible under further provisions of the law just passed.

AWAKENS DESIRE TO LEARN

This law gives authority and funds for publication of a citizenship text-book. The text has already been prepared in the Bureau, by Raymond F. Crist, assistant commissioner, one of the founders and original enthusiasts in citizenship work. It is unlike any other text book ever written, and there are already indications that, though prepared primarily for aliens, it will soon be in great demand among native Americans. Day schools everywhere are asking for it, because teachers who have been working among the aliens realize how great is the need for this same citizenship effort in the regular schools.

The pupil's text-book is accompanied by a manual for the teacher. The text-book is designed to lead the pupil through a course, adapted to the adult mind, substantially equivalent to the grammar school grades of a good public school. There are

practical language lessons, reading and writing; an outline story of the discovery and history of the western world, and of the United States; explanations of the government and institutions of this country; simple explanations of weights, measures, money system, etc.; the story of the Declaration of Independence; explanation of the Constitution of the United States; the story of the land, of how it became first the property of the nation, thence was distributed to the people, and how they may now acquire it; explanations of the various departments and activities of the government, especially those which aim to help the people in their daily life; introductions and incentives to developing a taste for good reading.

The Manual for Teachers, accompanying the text-book, is replete with suggestions and aids to the teacher, pointing out how by little talks, simple illustrations and interesting digressions it will be possible to increase and hold the pupil's interest. All this is based on the actual experience of the most successful teachers in this new kind of schools.

This text-book will be presented to each pupil who enrolls, by the teacher, with the compliments of the national Government, and an inscription intended to make it something of a prize. That it will be a real inducement is assured by the interest that less ambitious essays in the same direction have aroused in a number of schools.

It will be observed that throughout this course the effort is primarily to render a service to the pupil; to give him something that he will understand, and whose practical value he will appreciate. The teaching of citizenship is rather incidental; it is not to be fired into the pupil, but cultivated. He will be made to realize that it means something to be an American; that the country of his adoption sincerely wants to adopt him, to make him a part of its family, to be useful to him. All experi-

ence has proved that this is the effective way to induce the alien to become not only a legal but a real citizen.

Heretofore the volunteer efforts, conducted through schools and municipal bodies, have necessarily been more or less loose and unrelated. Under the new system they will be co-ordinated and universal. Wherever there are aliens who need to be Americanized, the work will be set on foot.

FEDERAL GOVERNMENT TO SEEK STATES' AID

Along with this work, there are other plans, now nearing fruition, for enlisting the states in improving educational opportunities of both aliens and natives. Secretary Lane, whose Department of the Interior includes the Bureau of Education, has taken steps toward establishing a federal partnership with the States in directing educational effort to this alien problem. He proposes that the national Government shall extend aid for the particular purpose of Americanizing all residents. His plan has been drafted into a measure now pending before Congress. It is on lines somewhat similar to the federal legislation in aid of good roads. The Government is to make appropriations in aid of alien education, in proportion to the needs of the States, and to each State's own contributions to the work. Thus, it would in effect say to a State:

"You have a great number of aliens whom you ought to have been educating into the right kind of citizens. You have not done your part to our satisfaction. It is a national necessity that it be done better; the national safety requires it. So, we will give you \$1 for every dollar you will appropriate to this work, provided that we shall have general supervision of the expenditure. If you don't do your share, you get nothing from us."

That, it may be observed, represents the first approach. The national Government will ultimately take stronger measures, if

any of the States lag. No State's indifference will finally be permitted to perpetuate alienism and ignorance. The national concern is too vital; means will be found to compel States to do their full part.

In their failures properly to discharge the duty of educating the people, responsibility rests on States in all sections. If the south has been remiss as to the native population, especially the blacks, many northern States which pride themselves on excellent school systems have been equally lax regarding the aliens. If Louisiana and Mississippi have been neglectful in one direction, Illinois and Massachusetts may point no scornful finger at them; the beam of uneducated, uninspired, un-Americanized alienism is in their eye. Naturalization, Americanization, education; the three are inextricably involved in this truly national problem that must be solved on a national scale, through national measures.

To Join Butterick Company

W. B. Harris, director of the St. Joseph, Mo., Service Bureau for Retailers, has been appointed editor of the "Buy-at-Home News," published by the Butterick company, New York. Mr. Harris was a member of the advisory board of Service Bureau for eighteen months before he assumed the directorship a year ago. During the former period he was also service director of the Nelson-Hanne Printing Company, St. Joseph.

Binford Heads Town Criers of Rhode Island

Willard E. Binford, of Providence, advertising manager of the Pawtucket *Evening Times*, has been elected Chief Crier of the Town Criers of Rhode Island. Other officers chosen were: Deputy chief criers, Harold H. Price and Gordon Schonfarber; scrivener, William F. Baker; funds holder, John F. Sheern.

Soldier-Publisher Nominated for Congress

Captain Harry B. Clark, of the 348th Infantry, Camp Pike, Ark., and publisher of the *Corn Belt Farmer*, Waterloo, Ia., has been nominated for Congress on the Democratic ticket in the third Iowa district.

It Prints Labels

The Multigraph prints labels for every sort of container, receptacle, box, barrel, bag, bottle, can, jar, jug or wrapper that ever needs a label.

It prints labels for bolts, nuts, screws, tacks, brads, nails, and spikes; for spark plugs, door knobs, keys, padlocks; for hardware and cutlery items of every description. It prints labels for canned corn, peas, tomatoes, peaches, pears, plums—labels for jams, jellies, syrups, oils, catsup, vinegar, chili sauce, and any other food that's put up in cans, boxes or bottles. It prints labels for corsets, shoes, stockings, collars, ties, handkerchiefs, gloves, faces, and a thousand other different articles of dry goods and general merchandise.

It prints labels of every shape and every color—prints them in two or three colors or prints them in only one. It prints labels of every size from the smallest made to one that's seventeen inches long. It prints the entire label complete, or merely imprints on a label already lithographed the special sizes or special lots or special dealers' names or special instructions or special formulas that have to be put on.

It prints labels without delay, without red tape, gives them to you while you wait—gives them to you when you want them, not week after next—gives them to you in many cases in less time than it would take to get an estimate from an outside shop—gives them to you at a fraction of the cost of labels printed in the usual way.

And it not only prints labels, but it also prints circulars and folders and mailing cards and enclosures and price lists and bulletins and house organs and even small catalogs. It prints letters and letterheads, envelopes and order blanks. It prints office forms of every kind, factory forms, cost cards, work sheets, report blanks, factory rules and instructions and special information, and every other sort of factory or office printed matter you can think of.

If you haven't got a Multigraph saving time for you now, saving profits for you now, then it's high time ~~not~~ you did. If you realized half its value, you'd have had one long ago. Clip the coupon below and send it in and we'll tell you what other business men have done and how they did it.

You Can't Buy a Multigraph Unless You Need It



The Multigraph Senior is \$716 to \$766—Multigraph Junior hand driven, \$190 and up. Easy payments.

THE MULTIGRAPH
1820 E. 40th St., Cleveland, Ohio

Tell me what other business men in my line have accomplished with the Multigraph.

Our line is _____

Name _____

Official Position _____

Firm _____

Street Address _____

Town _____ State _____

Get a **MULTIGRAPH**

What Will the Zone Law Do to the Magazines?

Publishers' Views on Effects of Drastic New Law Which Goes into Effect July 1—What Are the Chances of Its Repeal?

THE suspension of *Every Week* magazine, recorded in the issue of *PRINTERS' INK* for May 30, brings sharply into the foreground an extremely interesting question of deep concern for advertisers: what is the effect of the new zone postal rates to be on the future of the magazines? There were, of course, several other factors which entered into the decision of the Crowell Publishing Company to discontinue *Every Week*; but it is certainly true that the heavy imposition of extra cost, looming up ahead as a result of the new zone postage law, was a matter that was taken into serious consideration.

Just what will be the effect of the zone postal law on publishers, anyhow? What will it cost them, and will there be advances in subscription rates or advertising revenue, or both, to meet the additional burden? Will publication offices be moved? Magazines cheapened as to paper stock, or otherwise? Circulation reduced? Is such a thing as delivery of magazines independent of the post-office feasible? Will larger newsstand sales be encouraged as against mail subscriptions?

With a view to shedding some light on these interesting problems, a representative of *PRINTERS' INK* has recently interviewed a number of publishers of magazines, and others in a position to know the situation. It is, of course, foolish to attempt to prophesy in regard to coming conditions, and the publishers themselves would not attempt it; but there are some facts which are worth recording as indicative of what is ahead.

The first question, of course, is: Will the law go into effect? Is there any hope of securing either its repeal, or its postponement for a year or more?

Up to the present writing, there has been little to indicate definitely whether Congress can be induced to change its mind, or to postpone action, on the Zone Postal Law. Since a new war revenue law is to be enacted before the present session adjourns, there is, of course, the possibility that there will be some modification of the sections relating to second-class postage; but this very fact seems to militate against action for a postponement of operation. Moreover, it is known that the Representatives who were most bitterly determined to put through the zone law in the first place are still firm in their resolution to get all they can out of the magazines; and as revenue legislation must originate in the House, the outlook is not very cheerful. One attempt to postpone the operation of the zone rates for a year was recently defeated in connection with the post-office appropriation measure. It is understood that another attempt to get the subject reconsidered will be made in the near future.

FORCES WORKING FOR REPEAL

The organizations which are fighting for the interests of the publishers do not intend to relax their vigilance until all hope is lost; and their nation-wide advertising campaign against the zone measure has been unusually effective in producing demands on the part of the people for the repeal of that section of the war revenue law. This advertising campaign, it should be noted, has nothing whatever in common with Representative Kitchin's "powerful lobby."

Hardly a day has passed for months in which the *Congressional Record* has not carried the news of at least one, and often more, formal set of resolutions drawn by some civic, commercial or pa-

INSURANCE!

THE RICHEST, LEAST CULTIVATED FIELD FOR THE GENERAL ADVERTISER

The greatest Buying Power in the World is in the Insurance business. The companies themselves buy adding machines by the gross, typewriters by the thousand, office equipment by the car-load and stationery supplies beyond measure. Insurance Agents—you know some—are keen wide-awake men. They live well, dress well, ride in automobiles and travel in luxury. They are good spenders and so are their families. Then there is a class of insurance men we will tell you more about later, who don't buy a thing they don't need personally, but who do have a lot to say about what kind of a sprinkler system should be installed in a new factory, what kind of hollow tile is "approved," and what kind of fire extinguisher "meets the requirements."

Watch for our ad in PRINTERS' INK and we will tell you some of the things we have learned about the Insurance market in our 59 years of service.

The Weekly Underwriter

EIGHTY MAIDEN LANE
NEW YORK, N. Y.

Elseca Super vs. Coated Paper

A set of plates will yield many more impressions on *Elseca Super* than on coated paper. For big editions this means a saving well worth considering.

CLARKE & COMPANY

225 FIFTH AVENUE
NEW YORK

General Sales Agent for Book Papers
Manufactured by Crocker, Burbank & Co.

AS the airplane observer has a wider horizon than the battleship lookout, so do we believe we have a broader view of our field than the buyer who is closer to his particular problems.

Our customers voluntarily testify to the benefits they have received from consultation with us on the selection of methods and styles. Can you use the accumulated experience of twenty-nine years? It is at your service.

H. A. Gatchel, President

C. A. Stinson, Vice-President

Gatchel & Manning

Photo-Engravers

Sixth and Chestnut Streets

PHILADELPHIA

triotic organization praying that Congress shall not put the law into effect. In the main, this propaganda work has been cleared through the offices of the Publishers' Advisory Board, in New York, representing five associations of publishers, the Authors' League of America, and the Allied Printing Trades Council. Some of the affiliated organizations of publishers, such as the Associated Business Papers, Inc., have also worked actively on their own initiative.

The most recent discussion of the subject was on the occasion last week, of a meeting of the New York delegation in Congress to hear the protests of a delegation of publishers and several labor leaders. This meeting, held in the room of the House Ways and Means Committee, followed closely upon the dramatic statement of Mr. Kitchin, already mentioned, that Secretary McAdoo's opposition to more tax legislation at this session had been overcome through the efforts of a "powerful lobby of the publishing interests," which had influenced persons in whom Mr. McAdoo has deep confidence. Making a formal denial of this singular charge was not deemed of enough importance to take much of the time at this session, especially since it had already been denied by President Frank P. Glass of the American Newspaper Publishers' Association; and since it is reported that nearly every member of Congress has received by mail and by telegraph indignant denials from publishers in his own district. The session with the delegation from New York was therefore utilized for statements as to the probable result of the present law upon the publications affected by it.

PREDICTIONS REGARDING LAW'S EFFECT

John Adams Thayer, representing the Periodical Publishers' Association, reiterated the predictions heretofore made that application of the increased rates under the zone system will drive

many magazines, farm journals and other periodicals out of business and pointed out that in such event the statute would defeat its apparent purpose in that it would curtail the revenues of the Government instead of increasing such income. Confirmation of the prophecy that great numbers of publications would be forced to suspend, while those remaining would be compelled to increase subscription prices, was made by publishers, representing some 200 trade, technical and scientific journals. A point made in this same connection was that the loss to the Government in the value of space that, but for the suspension of the publications, would be available for the advertising of war loans and similar projects, would amount to much more than the estimated additional revenue that is expected to be returned under the zonal system and the increased rates.

Representation of the hardships that will be imposed upon publishers by the physical features of the zone system was made by John A. Sleicher, of the Leslie-Judge Company, and Charles Johnson Post, Director of the Publishers' Advisory Board, who spoke for publications having an aggregate circulation of 35,000,000 copies per issue, and pointed out how the zone system will give Canadian publishers a distinct advantage over American publishers in extensive territory, particularly the territory west of the Mississippi River. Labor leaders, headed by Frank Morrison, Secretary of the American Federation of Labor, who is especially familiar with the situation in the printing trades unions and kindred organizations, backed up what the publishers had said with reference to the disastrous effects that might be anticipated in the publishing industry if the zone plan is carried out.

Some account of the advertising campaign in opposition to the zone system should be of interest to PRINTERS' INK readers. A large number of periodicals have carried the series of full-page ad-

vertisements protesting against the postal increase. Of these pages one of the most effective has quoted President Wilson's statement made when he was Governor of New Jersey and a proposition was up to increase the second-class rates, that "surely sober second thought will prevent any such blunder." More than 100 periodicals carried this page. It was followed by a page showing a picture of former Ambassador James W. Gerard, who is quoted as disapproving of the zone system because of the usefulness of periodicals in counteracting German propaganda of the sort which was used so successfully in Russia. Rex Beach, President of the Authors' League, wrote another full-page advertisement, which explained the legislation and its effect, urging people to act in protest.

The fact that the zone law was abolished by President Lincoln, is one of the favorite arguments used by the Publishers' Advisory Board. The Canadian rate on Canadian periodicals, it is pointed out, is only $\frac{1}{4}$ cent a pound, and the international rate, covering Canadian periodicals circulated in the United States, is 4 cents a pound, while the rate in many States west of the Mississippi for American periodicals will, it is reported, when the law reaches its maximum (in and after 1921) be from $4\frac{1}{2}$ to 10 cents.

For the benefit of those readers who have not followed the legislation closely, it may be explained that the new rate on editorial contents of periodicals is still a flat rate, being $1\frac{1}{4}$ cents per pound from July 1, 1918, to July 1, 1919. After that, it is a flat rate of $1\frac{1}{2}$ cents a pound. For the pages in the periodical which carry advertising, there is a different rate beginning July 1 for each of seven

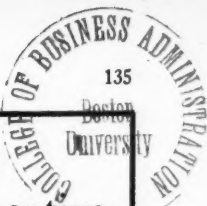
zones across the country, and each of these rates is increased every year for four years. Below is a table which shows how these rates will work out (the first and second parcel post zones being included as one in the new law.)

It will be seen that the final rates to be reached show increases ranging from 100 per cent to 900 per cent over the present rates, the total increase in each zone being divided into four parts and one-fourth added each year. Also, that the increase which the fourth zone shows over the third each year is twice as much as the third shows over the first and second. The same thing is true of the seventh zone, which shows an increase double that by which the sixth exceeds the fifth.

On the face of it, the increase in rate on advertising pages for the first year would appear to be about 225 per cent on the average. Owing to the concentration of population in the eastern half of the United States, bringing many subscribers within the lower zones for the majority of publications, the actual increase on the entire publication—editorial and advertising—will be smaller than that. Several publishers who have worked out tentative figures find that their probable extra cost for postage during the first year will be between 65 and 75 per cent. In the final year and thereafter, the theoretical average increase on advertising pages is 600 per cent, to which of course must be added the flat increase on editorial matter of 50 per cent. To more than one publisher, such a rate as that appears to be confiscatory, and there is general belief that even though the new law should go into effect now, its provisions will be modified before long by a repentant and wiser Congress.

Steven Farrelly, general man-

	First and Second Zones	Third Zone	Fourth Zone	Fifth Zone	Sixth Zone	Seventh Zone	Eighth Zone
1918-1919.....	$1\frac{1}{4}c$	$1\frac{1}{2}c$	$2c$	$2\frac{1}{4}c$	$2\frac{1}{2}c$	$3c$	$3\frac{1}{4}c$
1919-1920.....	$1\frac{1}{2}$	2	3	$3\frac{1}{2}$	4	5	$5\frac{1}{2}$
1920-1921.....	$1\frac{3}{4}$	$2\frac{1}{2}$	4	$4\frac{1}{4}$	$5\frac{1}{2}$	7	$7\frac{3}{4}$
1921.....	2	3	5	6	7	9	10



A Really Successful Advertising and Sales-Executive

wishes to become connected with an established publication as Advertising or General Manager, or Advertising and Sales Manager for a national advertiser.

Has made a marked success as advertising manager of two publications well-known among leading agencies and advertisers.

Has had several years of actual experience in Selling and Advertising—understands manufacturing and modern merchandising methods.

Seeks a broader field, where ability and experience—plus enthusiasm, tact and initiative—will be most productive.

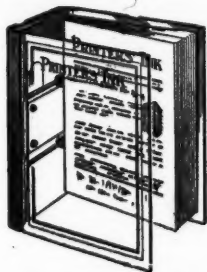
Have handled national advertising—understand proper use of all mediums, dealer co-operation, etc. Have originated several campaigns for well-known advertisers.

Would like to confer with a national advertiser in need of an advertising and sales manager, or with an established agency which would appreciate originality and advertising sense, also the value of a wide acquaintance among worth-while advertisers.

References unsurpassed.

"SUCCESSFUL," Box 146, Care of Printers' Ink

Binders for PRINTERS' INK



65 Cents Each
postpaid

PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue as received, can be securely fastened in the binder by a very simple arrangement and will open like a book with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with strong black book cloth; lettered in gold.

PRINTERS' INK PUBLISHING CO.
185 Madison Avenue, New York

ager of the American News Company, who has made a close study of this whole situation, states that he doesn't see how the provisions of the present law can possibly be carried out. "Take our own case, for instance," he remarked. "We are handling the distribution of some 500 publications, and 20 per cent of our distribution is by mail at the second-class rate. Under the new law, there will be seven rates—one for each zone—on the advertising section of every issue of every periodical, and another rate on the editorial matter. That means that our postage bill will involve thousands, literally, of rates, and that these rates will be different every month. How can such a mass of bookkeeping possibly be taken care of?"

"In my opinion, if the department is determined to put a new rate into effect, a much better method would be to charge one cent for each delivery of a periodical weighing one pound or less, and an additional cent for each extra pound of weight of the *single periodical*."

Mr. Farrelly believes that the full effect of the new law will ultimately be to force all popular-priced magazines to raise their subscription rates if they are to survive.

HOW MAGAZINE PUBLISHERS WILL MEET THE INCREASE

Turning now to the magazine publishers: Among those consulted by PRINTERS' INK there is a general tendency noticeable to wait until the zone law is actually in operation before deciding definitely upon steps to meet the situation it will create. It is felt that in a matter so complicated as that which this legislation produces, it is best to study the problem very carefully. A general feeling was summed up by one publisher who said: "Advertising rates are determined by the amount and quality of circulation; therefore we do not propose to increase those rates except on a business basis of offering more value to the advertiser. Subscription rates

have, in general, advanced during the past few years; and an additional increase would be very difficult to put into effect, and might result for many magazines in a curtailment of circulation just at a time when, from the nation's standpoint, there ought to be as many people as possible reading periodicals and studying national and international problems."

It has been suggested that some publications now issued from the Atlantic seaboard would find it advantageous under the terms of the new law to move their offices to Middle West cities (or at least, enter their publications and distribute from such points). Several New York publishers admit that they are studying such a move closely; and if the new law should not only go into effect, but should continue until the drastic provisions for 1921 and after are reached, it seems more than likely that some publications will do this. At present, however, the feeling seems to be in favor of "sitting tight."

Incidentally, the suggestion that periodicals would move to Canada and mail to subscribers in the States at the international rate of 4 cents a pound flat, is said to be not at all the chimerical notion it is generally regarded as being. "For many publishers with plants in the East and large circulation west of the Mississippi, this move would result in a very great saving," said Charles Johnson Post, of the Publishers' Advisory Board. "The 'post-office official' who stated in a newspaper interview that such action would be checked by rearranging the Canadian postal treaty, is overlooking, I believe, the fact that such a rearrangement would be a serious injury to Canadian periodicals and readers. It would therefore, be very difficult to secure Canada's co-operation in such a move; and at best, modifying an international agreement is a slow and difficult affair."

In the meantime, the Post Office Department is going right ahead with its arrangements to inaugurate the new rate schedule

ROYAL

COLOR ELECTROTYPES

As long as you undervalue the relation of the art of electrotyping to your color printing, just so long will your finished color work fail to compare favorably with your engraver's proofs.

ROYAL ELECTROTYPE COMPANY
PHILADELPHIA



TWO complete engraving plants-fully equipped for intelligent service and the finest production of color plates, half-tones & line-cuts.

THE BECK ENGRAVING COMPANY
PHILADELPHIA NEW YORK

HOW BUSINESS IS IN NEW ENGLAND

A department store manager in one of our local cities writes:

"Never in all my experience in Chicago, New York and Boston have I seen newspaper advertising produce quicker, better and more substantial results than in this city.

"You may be interested to know of my personal experience in this manufacturing city, where I am connected with one of the leading department stores.

"We opened a Victor department last November and it was only two or three months after this department was opened that the Victor people jumped into our field with advertising in our local papers.

"We have found a tremendous field for not only the Victor people, but other advertised lines among the mill-workers. Wages have doubled here in the past five years. The present business is not only excellent, but the prospects are constantly becoming better and better."

What this advertising manager has written may well be written by many advertising managers of local department stores. New Englanders are prosperous, they are responsive to advertising in their Home Daily Newspapers and these daily newspapers have been making good for the local advertisers and for the national advertisers for a generation.

Test out your selling plans and copy in the papers of this section. If all are too many try these 15.

PORTLAND, ME., EXPRESS

Daily Circulation 23,971
Population 58,571, with suburbs 75,000

BURLINGTON, VT., FREE PRESS

A. B. C. Daily Circulation 10,304 net
Population 22,000, with suburbs 40,000.

MANCHESTER, N. H. UNION and LEADER

Daily Circulation 25,000
Population 75,063, with suburbs 150,000

FITCHBURG, MASS., SENTINEL

Daily Circulation 5,587
Population 39,656, with suburbs 150,000

LYNN, MASS., ITEM

Daily Circulation 13,227
Population 89,336, with suburbs 100,000

LOWELL, MASS. COURIER-CITIZEN

Daily Circulation 18,145 net
Population 114,366, with suburbs 150,000

SALEM, MASS., NEWS

Daily Circulation 18,949 net paid
Population 43,697, with suburbs 150,000

SPRINGFIELD, MASS., UNION

Daily Circulation 36,623
Population 100,000, with suburbs 250,000

TAUNTON, MASS. DAILY GAZETTE

Daily Circulation 5,721 net paid A. B. C.
Population 38,000, with suburbs 53,000

PAWTUCKET, R. I., TIMES

Net Paid Circulation 24,012
Serves territory of 130,000

BRIDGEPORT, CT. POST and TELEGRAM

Daily Circulation 37,604 net A. B. C.
Population 150,000, with suburbs 220,000

NEW HAVEN, CT., REGISTER

Daily Circulation 20,461
Population 150,000, with suburbs 175,000

NEWLONDON, CT., DAY (Evening)

Daily Circulation over 10,200—2c copy
Population 25,000, with suburbs 60,000

MERIDEN, CT., JOURNAL

Daily Circulation 5,120
Population 37,265, with suburbs 50,000

WATERBURY, CT., REPUBLICAN

Daily Circulation 11,083 net paid
Population 73,144, with suburbs 100,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

on July 1. Third Assistant Postmaster General Dockery informs PRINTERS' INK that receipts for newspaper and periodical postage and other forms used in connection with the weighing and recording of mailings of second-class matter and accounting for the postage thereon are being revised and will be sent to postmasters throughout the country at the earliest practicable date. The department is issuing very full instructions as to the method to be followed in computing postage on the advertising portions of publications; but judging from the back-fire of questions and requests for further instructions that is coming to Washington, many publishers are finding these instructions mystifying or complicated.

Coffee Advertising Delayed

When Brazilian coffee growers and American importers agreed upon an advertising campaign for coffee three months ago, it was thought that the plans might be completed by June 1, so that the advertising would begin in the September magazines. But R. T. Snodgrass, of N. W. Ayer & Son, who will handle the campaign, tells PRINTERS' INK that the Government has requested, or suggested, that the advertising be postponed, in view of the limited facilities for shipping coffee to this country.

There are indications that the movement of freight between Brazil and the United States will be speeded up in the near future, so that it is not thought that the delay in starting the campaign will extend much beyond the summer.

New Chicago Agency

A new Chicago advertising agency is the J. A. Snyder Company, headed by J. A. Snyder, who for several years has been active in the Chicago agency field. He formerly was with Lord & Thomas and the Taylor Critchfield Company, of Chicago. His latest connection was with Henri, Hurst & McDonald, of Chicago, as chief of the copy staff.

Edmund D. Sickels, formerly associated with *Scribner's Magazine* and *Architecture*, New York, has been made manager of the publicity department of the Lord Electric Company of that city.

The *Indiana Daily Times*, Indianapolis, has appointed the G. Logan Payne Company to represent it in the national field.

Stands High With the Grocers

Yes, and with all the local stores who appreciate the selling power of the

PORTLAND EVENING EXPRESS

We specified grocers because there are thirty-two (32) advertising grocers in Portland who use the Express, and it stands high in their estimation because it brings a volume of trade to their stores.

Any Food Product advertiser will find that the Express is a great medium for his goods, as both the dealers and the public have great confidence in it. The medium that can sell food products proves that it is the medium for any good class of goods.

The Julius Mathews Special Agency
Boston—New York—Chicago

BRIDGEPORT IS BUSY MAKING

Sewing machines, corsets, brass goods, hardware, machine tools, silverware, textiles, fine plushes, rubber goods, electric goods, Locomobiles, tire chains, submarines, ships and munitions.

Every one of these industries is running at full speed and paying skilled mechanics the highest wages.

The Post-Telegram

Connecticut's Largest Circulation

Dominates this field

The greatest circulation—by far

Carries the most advertising—by far

Produces most results—by far

The Julius Mathews Special Agency
Boston—New York—Chicago

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., Geo. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

London Office: 16 Regent Street, S.W., G. W. KETTLE, Manager.

Issued every Thursday. Subscription price, three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, \$80; half page, \$40; quarter page, \$20; one inch, minimum \$6.30. Classified 45 cents a line—net. Minimum order \$2.25.

JOHN IRVING ROMER, Editor
LYNN G. WRIGHT, Managing Editor
R. W. PALMER, News Editor

EDITORIAL STAFF:

Henry A. Beers, Jr. Bruce Bliven
Frank L. Blanchard John Allen Murphy
Chicago: G. A. Nichols
London: Thomas Russell

NEW YORK, JUNE 6, 1918.

The Retail Store as a National Advertiser

We always think of the retail store as a purely local institution, whose trade must necessarily be restricted to its own vicinity. The purpose of its existence is to cater to the wants of the people of its locality. For it to aspire beyond that would seem like a forlorn hope.

For the vast majority of stores this limitation must stand, but in recent years there has been an ever-growing tendency for many retail establishments to break through their local confines and strike out for a national trade. This tendency has manifested itself in various directions. In New York, in Chicago and in other large cities there are many retail stores that enjoy a nation-

wide patronage. People travel hundreds of miles to buy at these stores. By giving some distinction to their service or some touch of superiority to their products, these retail concerns are able to get trade from all over the country.

Of course catalogues have helped these stores to develop their out-of-town business. In many instances this development was sort of accidental. They received so many unsolicited mail orders from distant customers that they finally saw an opportunity to expand this end of the business deliberately and systematically. Dozens of specialty and department stores became national advertisers in just that way.

In several cases retailers have originated products that have turned out to be worthy of national exploitation. Mennen's Talcum Powder, Coca Cola, International stock feed and many other well-known products got their start in this manner.

Several ambitious merchants broke away from the limitations of neighborhood trade through the instrumentality of the chain store. A number of our most successful chains, such as the F. W. Woolworth Company and the Penney Company, started humbly with only one store.

When a chain gets a wide distribution of its stores, it is in better position to advertise nationally than any other kind of retail establishment. The advertising of the Rexall products, American Druggists' Syndicate, United Cigar Stores and of Woolworth has been of this kind. But most chain advertising has been of products rather than of the institution.

Just recently, however, a campaign was started advertising the Piggly Wiggly stores as an institution. The object of the advertising is to familiarize the public with the name, the character and the appearance of the stores and thus to pave the way for the more rapid expansion of the system. The odd slogan, "Piggly Wiggly All Over the World," is empha-

sized. The idea here is to tie all the local Piggly Wiggly together and to let the public know that the store they are patronizing is part of a big national organization.

While there are special reasons why Piggly Wiggly should employ this kind of advertising, it is an idea that other chains could use. If being a unit in a chain is an advantage, why isn't this point emphasized more conspicuously? The current Rexall advertising brings it out in a way, since the advertisements are signed "The 8,000 Rexall Stores." That visualizes the immensity of the organization. The Woolworth Company, the Kresge Company, the Atlantic and Pacific Tea Stores and other chains should advertise in the same manner. It would nationalize them as nothing else could. Years ago the Atlantic and Pacific were steady advertisers. We have often wondered why they stopped. Certainly to-day they must have a most interesting story to tell the American people.

Publicity Makes Money for the City

There isn't a city in the United States which doesn't have useful municipal agencies and services of which many citizens are unaware; and of which they would be glad to take advantage if they only knew about them. In fact, if the average resident of New York or Chicago, for instance, knew in how many ways his city is glad to serve him free of charge if he will but consult one or another of its almost innumerable bureaus, it would be a revelation to him, and a very pleasant one. Some day, we hope to see year-in-and-year-out institutional advertising campaigns conducted by communities in their own local papers, the advertisements signed, perhaps, by the mayor or the chairman of the municipal commission, and each piece of copy telling in definite detail of some one interesting municipal enterprise.

In the meantime, examples are not lacking of the usefulness even of haphazard and accidental publicity in connection with civic enterprises. Sometimes such publicity results in substantial savings of money for the city itself.

A case in point is to be found in the recent furor raised in New York city over an attempt to lease to a private corporation a steamship pier in the North River. One company had enjoyed the use of the pier in question for many years at a very low annual rental; and an attempt seems to have been made to continue the lease on approximately the same terms. A rival steamship company, however, put in a somewhat higher bid, and the original lessee was on the point of losing out altogether.

Promptly an uproar was created; columns of discussion filled the newspapers; the whole question was reopened. Experts now declared that the old rate of rental and the new bid were both absurdly low; and finally a company with which the original lessee was allied secured a new lease at a very much higher rate; so much higher, that in about five years the city will be "in" a cool \$200,000 which would otherwise have slipped through Father Knickerbocker's fingers.

In this instance, the additional publicity received was more or less accidental, being the result of the newspapers, happening to "play up" the story in their news columns. The results achieved by such publicity are, however, obviously too important and too valuable to be left to chance, or to the discernment of a casual reporter. Letting the light into such dark corners not only brings greater revenue, but may even result ultimately in a lower tax rate; and that is a result important enough to justify a systematic policy of advertising city contracts of this sort in good-sized space, and persistently; the more the light is spread, the better the results for the city—which means, of course, for all the citizens.

What Is Executive Ability?

It has often been contended that if all the people of this or any other country were suddenly reduced to a condition of social and economic equality that it would only be a short time before a few members of this society would begin to rise above the rest. It was claimed that those few would be the same persons who occupied the positions of leadership before the leveling process took place, and that in the long run in such a state we would all assume about the same relative positions that we held in the old society.

This has always been a pat argument against socialism, communism and similar isms. Until recently, though, it was largely a theoretical argument. In a measure, the war has given us a chance to try it out. The war has socialized industry to a great extent and has brought about a condition in some respects that approaches socialism.

It is very significant that the men who are being asked to direct the affairs of the nation under this change are the very men who directed our industries under the old conditions. The more critical the situation becomes the more are business men being called to come to the rescue. Under the stress of the great emergency that confronts us, the average professional politician finds himself unable to cope with affairs. He is obliged to let strong business executives take the helm.

The hundreds of business men who are at the wheel at Washington, such as Schwab, Stettinius, Ryan, Hurley, Vanderlip, McAdoo, Hoover, Rosenwald, Shaw and others whose names will readily occur to any one, are there simply because they have the ability to get things done. Getting things done is the sum and substance of executive ability and any man who has it will rise to the top as inevitably as the sparks fly upwards, regardless of the kind of political state under which he lives.

Getting things done is the secret

of leadership. The leader does not necessarily have to do things himself. He must, however, be able to get others to do them and to do them willingly and efficiently. In fact, the great leader or the great executive cannot do things himself, although he must know how they should be done. His province is simply to direct and to inspire others to action. "Get Things Done" should be the motto on every sales and advertising executive's escutcheon.

A DeLuxe Mailing List Suggestion

Henry L. Mencken, writing in the New York Evening Mail, re-

ports that a firm which sells mailing lists of classified names, has the following in its catalogue:

102,471 Lawyers	\$200
38,261 Lawyers, responsible.....	50

It would be illuminating, he thinks, to compare the two lists! And he calls it "a curious sidelight upon the state of the legal profession in our fair republic."

So it is. And incidentally, what an excellent idea the mailing list people have hit upon here! Why might it not be extended to other fields, at a profit to them, and the saving of much time and inconvenience to their patrons? For instance, they might list:

3,000 Adv. Mgrs.	\$10
175 Adv Mgrs. with real authority	25

And so on. You really ought, for instance, to subdivide a list of all the publishers who make their profits out of advertising, into those who really believe in paid publicity and those who just regard it as an inexplicable whim on the part of manufacturers. And no list of college professors teaching business subjects would be complete unless it specified the seven who really know the practical ins and outs of the matter.

Decidedly, this is an idea which has great possibilities!

Paul F. Jackson has been appointed New England representative of Scientific American, New York.

No Newspaper in America Dominates Its Field So Completely as Regards Volume of Advertising Printed and Purchasing Power of Circulation as does

The Times

IN LOS ANGELES

Average Net Paid Circulation of The Times for the Six Months ending April 30, 1918, as compared with the same period of 1917:

	DAILY	SUNDAY
1918	73,168	119,344
1917	63,091	107,772
Gain	10,149	11,572

The Times has been consecrated for many years to the cause of industrial freedom as opposed to industrial despotism in Southern California and the Pacific Southwest. The great body of intelligent, well-to-do workers and the business men and manufacturers, the bone and sinew, the backbone, capital and brains of the country, constitute The Times' patriotic clientele.

Los Angeles Advertising Record for Six Months ending April 30, 1918:

TOTAL ADVERTISING

	INCHES
LOS ANGELES TIMES	469,310
Los Angeles Examiner	354,384
Los Angeles Tribune	237,368

Notwithstanding that Los Angeles has not been the beneficiary of industrial activities attendant upon the war to the same extent as many other American cities, the Los Angeles Times was fifth in the United States in the volume of advertising printed during the six months ending April 30, 1918.

Eastern Representatives:

WILLIAMS, LAWRENCE & CRESMER CO.

Harris Trust Building
Chicago, Ill.

Branswick Building
New York City

San Francisco Representative:

R. J. BIDWELL CO., 742 Market Street

"Citizens of the World"

The patriarch Abraham and the apostle Paul, John Wycliffe and Christopher Columbus, Benjamin Franklin, and Abraham Lincoln, were "citizens of the world."

They thought universally, to some extent saw every man as his brother's keeper, and were prophets of the day when a great contest would be waged to make the world one world, and that one safe for democracy.

The Christian Science Monitor

An International Daily Newspaper embodies this idea in a daily newspaper. It publishes the news of all the world. It circulates throughout all the world. It advertises firms in all the world. Its editorial columns give courageous attention to all phases of the world's activities.

It regards all men as created free and equal, respects religious freedom, insists on medical freedom, and is a volunteer for service in the cause of all "citizens of the world."

The Christian Science Monitor, 3c. a copy, is on sale throughout the world at news stands, hotels and Christian Science reading rooms. A monthly trial subscription by mail anywhere in the world, for 75c.; a sample copy on request.

THE
CHRISTIAN SCIENCE
PUBLISHING SOCIETY
BOSTON U. S. A.

*Sole publishers of all authorized
Christian Science literature.*

"Printers' Ink" Never an Imitator—Why Start Now?

WITTE ENGINE WORKS
KANSAS CITY, MO., May 27, 1918.

Editor of PRINTERS' INK:

Although I do not subscribe to everything PRINTERS' INK says, I want to register dissent against any change in its size, unless a change of character is contemplated—in which case it's up to you.

So far, no evidence has been presented to show that a larger size would be more profitable to the publisher—and that would be about the only reason for a change.

Standardization is not possible in periodicals, although some go so far as to advocate making all catalogues of even size to accommodate the printer and paper-maker. Some publishers "Ben Day" advertising plates to get uniformity, of "flatness," grayness and general insipidity.

Individuality of the right kind is worth something if you can get it—either in advertising or publishing a periodical.

The comparison of PRINTERS' INK to Dutch boys, fox terriers and canned music is way "off side."

PRINTERS' INK would not be PRINTERS' INK in any other form to old-time readers who swear by it or at it.

It came full size at birth, brought its logic, experience, vocabulary and whiskers right along with its notions of fairness.

Why attempt to put it in the "imitator" class at this stage of the game?
J. J. ORVIS.

"Printers' Ink" Goes Home

LARKIN CO.,
BUFFALO, N. Y., May 29, 1918.

Editor of PRINTERS' INK:

Here is one more subscriber to your valued publication, who has read it for many years, who says, "Don't do it."

To change from the present size would make it less attractive and convenient for the average business man. Keep it as it is so we can slip it readily into our pockets. PRINTERS' INK is the only business publication that goes right with me to my home—the rest are glanced at very hastily at the office.

Here's hoping you stand pat.

H. M. ESTY,
Advertising Manager.

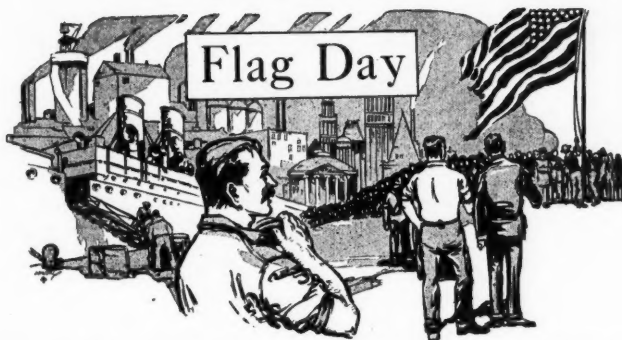
A Long-Time Reader Registers Protest

THE SHERWIN-WILLIAMS CO.,
MISSISSIPPI VALLEY DISTRICT,
ST. LOUIS, MO., May 31, 1918.

Editor of PRINTERS' INK:

I have been a close reader of PRINTERS' INK for twenty-two years and I certainly would hate to see you change the form of it in any way. In a new dress it would not be the same good old friend.

B. B. CONNOR,
District Manager.



JUNE 14th IS FLAG DAY FOR ALL THE NATION

Of Course YOUR Organization Will Not Ignore This Stimulus to Patriotic Effort

SUGGESTED FLAG DAY PROGRAM

Prepared for celebrations at Industrial Plants to occupy part of the noon hour.

A committee of employers and employees, with foreign born men represented on committee, should be appointed to arrange details, secure bugler, singers, speakers, and colors.

1. Bugle Call Rally to Flag-Staff.
2. Flag Raising.

As Flag rises, "The Star Spangled Banner" should be sung (either as solo or in unison).

3. Salute to the Flag.

(To be given either as song, chant, or spoken words) "I pledge allegiance to my Flag, and to the Republic for which it stands. One nation indivisible with Liberty and Justice for all."

4. America's Creed

(to be said in unison:)

"I believe in the United States of America as a government of the people, by the people, for the people; whose just powers are derived from the consent of the governed; a democracy in a republic; a sovereign nation of many sovereign states; a perfect union, one and inseparable, established upon these principles of freedom, equality, justice and humanity for which American patriots sacrificed their lives and fortunes. I therefore believe it is my duty to my country to love it; to support its Constitution; to obey its laws; to respect its flag, and to defend it against all enemies."

5. Address by Four-Minute Man or other speaker.
6. Song—"America."

YOUR fellow-workers who are helping win this war by their toil at forge and bench, will be spurred to further effort. They will realize more than ever that in this crisis they are working for the nation and the flag.

The foreign-born among them will be inspired to loyalty to this land which they have chosen for their home, while the native-born will be stimulated to more effective service.

A detailed program for the flag-raising ceremony is yours for the asking, and if you desire speakers, the Four Minute Men and others are at your service.

Pin this Coupon to your letter-head and mail it now
"Bureau of Education
War Work Extension
Washington, D. C."

This space donated by
BETHLEHEM STEEL CO.
through Americanization Press Bureau
of National Americanization Committee,
Engineering Societies Bldg., New York
City.

Check your needs for Flag Day

Patriotic Posters
Program
Four Minute Man
Number of employees
Firm
Address
By

The Little Schoolmaster's Classroom

EVERY time that the Schoolmaster has just about come to the conclusion that after all this advertising profession is very simple, that it is nothing but good horse sense, something turns up to make him change his mind. Now it is one thing and the next time, it is something else.

Just as he gets himself comfortably settled in his job and feels that he knows the ropes, some one comes along and tells him that he should know something about psycho-analysis. Then off he goes exploring the vagaries of the subconscious mind, and is beginning to have some inkling of it, when he learns that in England the really up-to-the-minute advertising man should be able to prognosticate the weather.

It seems that over there the returns from direct advertising is greatly affected by German air raids. Naturally after a raid of this kind, the populace is in no mood to answer letters. If an advertiser has been unfortunate enough to send out a batch of mail the day before, the chances are his replies would be cut down to almost nothing. Having discovered this, some British concerns now do not send out soliciting letters when the weather is favorable for an air attack.

* * *

The other day the Schoolmaster heard of a case which would seem to indicate that the advertising man, among his many other accomplishments, should be versed in the insect laws of the different states. No, that is not a feeble attempt at a joke. It is a mighty serious statement, as one advertiser will testify. An article by Lee A. Strong, Quarantine Inspector of Los Angeles, in the Bulletin of the California Commission of Horticulture will explain. He says:

"That a company manufacturing mattresses in the State of Texas could be a potential dan-

ger to the horticultural interests of California would seem to those not intimately associated with the Quarantine Division of the State Commission of Horticulture at least highly improbable. That such a concern could be, and is, a very material danger is proven by a full page advertisement appearing September 1, and again October 6 in the Saturday Evening Post, lauding the qualities of the cotton used in the mattresses manufactured by the Sealy Mattress Company of Sugar Land, Texas.

* * *

"In the effort to prove the superiority of the cotton used by this company, the advertisement urges the reader to sign and mail the attached coupon, which would promptly bring by mail to each sender an attractive "Miniature Mattress Museum," pictured in the ad. This museum consisted of a box of six compartments, one of which contained seed of the pure long-fiber cotton grown and ginned in the region where the cotton boll weevil (*Anthonomus grandis*, Boh.) is firmly established. Special emphasis was laid upon the fact that the seed would grow if planted, the box bearing the inscription, "Plant the Seeds."

"Recognizing the fact that the tremendous circulation of the *Saturday Evening Post*, coupled with the perfect and comprehensive delivery facilities of the Post-Office Department, would result in a wide distribution of cotton seed, which there is reason to presume might be infested with the cotton boll-weevil, this matter was brought to the attention of the post-office authorities by the State Commission of Horticulture. The postal authorities responded in a manner characteristic of their able and efficient co-operation. Orders, far-reaching in their effect, were sent out. Through this capable co-opera-

The Rapid Electrotpe Co.

W. H. KAUFMANN, President and General Manager

Makers of all kinds of Advertising Plates and Trade Cuts, including Stereotypes and Mats, by the wax or Dr. Albert Lead Mold Process. Sole owners of U. S. Letters Patent on Aluminotype.

New York Cincinnati Chicago
The Largest Makers and Distributors of Advertising Plates in the World

REFERENCES:—Any five national advertisers you may think of. If you ask them, you will, perhaps, find that several of them already know what Rapid's Service means.

How's Business in CANADA?

Authoritative
article
in June

Marketing

and Business Management

Canada's
independent
adv. journal

It'll pay you to keep in touch with conditions in the Canadian market through the monthly issues of **MARKETING**. Learn too about the worth-while advertising doings of Canadians, of which "Advertising to Raise \$3,000,000 in 3 Days" in June **MARKETING** is a good example. 20c a copy, \$2.00 a year—and well worth it.

W. A. LYDIATT, Publisher, 53 Yonge St., Toronto

1918 LYDIATT'S BOOK of complete data for advertisers, \$2 a copy

What's the Postal Rate to Cuba?

How much is a Rupee? What's the mail time to Mauritius? Where's Asmara? How much is the Italian's money worth? What's New Zealand's Capital? We have evolved a Foreign Trade Information Chart to tell such things at a glance. It presents specific and everyday information necessary to exporting. It will be sent on request to responsible firms on receipt of 50c to cover cost of dispatching.



J. ROLAND KAY CO.

International Advertising Agents, Conway Building, Chicago, U. S. A.

Associate House: John Haddon & Co (Est. 1814), London.

Buenos Aires

Sydney

Tokyo

Cape Town

To **KNOW** how to make | TALK **Heegstra**
your Advertising pay better | WITH

H. Walton **HEEGSTRA** Inc.—MERCHANDISING—25 E. Jackson Boulevard, Chicago

"GIBBONS Knows CANADA"

Open for a Proposition

Advertising and Sales Manager and General Business Executive qualified by 19 years of the broadest experience to assume the heaviest executive responsibilities or to promote the most difficult enterprise.

Thoroughly familiar with every detail of Advertising Agency work, as well as of Advertising Management, Sales Promotion and Sales Management. Intimate knowledge of many varied lines of business.

Forceful writer. Original but practical thinker. Unlimited energy. Mature judgment. Unswerving loyalty. American. Age 35, married.

This ad will interest only those who are able and perfectly willing to pay the proper price for fully matured experience and the highest type of capability. "J. R." Box 144, care of Printers' Ink.

VENUS PENCILS

You'll like
them *best*—
try VENUS!



17 black degrees

6B softest to 9H hardest

(With and without eraser tips)

also hard and medium copying

FREE

FIVE trial length VENUS
Pencils and VENUS ERASER
sent FREE. Write for same.

American Lead Pencil Co.
205 Fifth Ave., New York



tion the quarantine officers are enabled to reduce to a minimum this danger of the introduction into California of the cotton boll-weevil, for to date several of the 'Miniature Mattress Museums' containing cotton seed from Sugar Land, Texas, and bearing no external marks to show the presence of the seed, have been intercepted and destroyed in accordance with the provisions of State Quarantine Order No. 26."

Not being an entomologist, the Schoolmaster, when he saw those advertisements, thought the Sealy Mattress Company had hit on a clever way of sampling its product. No one would ever dream that the quarantine laws of one of the States would step in to spoil a perfectly good and legitimate advertising plan.

* * *

Have you ever seen a little man placed in a big job—one where he has control over the investment of a lot of money in advertising, for example—who becomes so impressed by the importance and dignity of his position that he "doth suffer-a sea-change into something rich and strange?"

It's not unknown. Space salesmen are naturally somewhat deferential toward the man who buys what they have to sell; and twice or thrice in a blue moon, the man approached mistakes their attention paid to him as a buyer, for reverential admiration of his own intellectual powers and capacities. His self-esteem promptly goes to his head, and his boss has to take him out behind the barn and shoot him. Or if he doesn't, he ought to.

The wisest space-buyers know this, and try to guard against it. They realize that in all probability the salesmen who come into their offices are taking off their hats, not to Mr. Man, but to Mr. Money. The individual who invests the appropriation really bulks about as large as the *mahout* who sits on an elephant's neck and keeps him in order. The *mahout* is much in the public eye, it is true; and he can guide the elephant any way he likes,

within reason; but the people who politely get out of the way while the procession goes by, are not afraid of being stepped on by any *mahout*. It's the elephant they are interested in.

* * *

It has been suggested to Congress that the draft age ought to be raised to forty; and if that is done, it will probably do away with the unpleasant habit some business organizations have fallen into, of advertising for men to fill vacant positions, with the statement that "applicants of draft age will not be considered," or some similar phrase.

The reason for such advertising is obvious; and we can sympathize heartily with the business man's dislike of breaking in an employee only to lose him in a short time. But consider the feelings of the man who is looking for a position, and who happens to be of draft age! To him it will seem as though he is being penalized because of the fact that some day his country may need his patriotic services. Especially must this be true of the man who is far down the list of classifications, and who in all human probability will not be called for many months, perhaps for years. Say what you will, the stipulation that applicants for a position must be free from the liability to service is an unfortunate one, and one that we would all rejoice to see eliminated.

United Drug Co. Grows in Canada

The United Drug Co., Limited, the Canadian subsidiary of the United Drug Company, has taken over the retail drug stores of Allen & Cochrane, Ottawa. J. J. Allen of the merged company will be retained as manager of the combined stores. Until now the Liggett stores in Toronto and Ottawa have been operated from New York.

Automobile Change in Chicago

Joseph H. McDuffy, manager of the Chicago branch of the Willys-Overland Co., Toledo, has resigned and has been succeeded by A. C. Barber, former district representative in that territory.



Soldier and Sailor CAMP NEWSPAPERS and MAGAZINES

One Million Dollars Every Day
is spent at the Post Exchanges in these camps for everyday needs of the soldiers and sailors.

*Let us tell you all
about this market
and its dealer outlets*

COOKE & DELACORTE, INC.

Every Camp Covered
154 Nassau Street

BEEKMAN 2376

New York

CLASS

For class, trade & technical advertisers
Every issue contains a directory of
representative class, trade and technical
papers, with rates, type-page sizes and
closing dates.

Subscription Price, \$1 a Year
417 SOUTH DEARBORN ST.,
CHICAGO

Sample Copy on Request

CATALOGS	PROCESS COLOR	BOOKLETS
	<p>CHARLES FRANCIS PRESS is especially equipped to handle and expedite orders for high grade PRINTING Service—the best</p>	
	<p><small>PRINTING CRAFTS BUILDING Eighth Ave., 33rd to 34th sts. NEW YORK</small></p>	
	HOUSE ORGANS	

BINDERS FOR PRINTERS' INK
65 Cents Each

Printers' Ink Publishing Company,
185 Madison Ave., New York

More rated retail Department, Dry Goods and General Mdse. Stores are paid Subscribers of the **Merchants Trade Journal** than read any other trade publication. A. B. C. Members.

MERCHANTS TRADE JOURNAL, Inc.
Des Moines, New York, Chicago,
Indianapolis.

New Yorkers

Interested in a young man with 6 years sales and advertising experience?

He is 29, single, draft exempt.
He is a college graduate.
He has been a salesman—not an order taker.
He has been an advertising manager.
He has been assistant manager of a large trade paper.
He is now manager of the research department in a large agency.
He wants to locate in New York.
He will only consider a job with a real opportunity.
He is worth \$60.00 a week.

Are you interested?

"O M" Box 142, Printers' Ink

ATTENTION

For personal reasons I am anxious to secure a position in New York City or vicinity.

I am at present holding an executive position as sales manager of a large manufacturing concern in a middle Western city.

I would like to get in touch with some firm interested in securing a man with executive, sales, advertising, merchandising and organizing training and experience, one who has been and is successful.

I am thirty-eight years old and married.

Address "S. R." Box 145, c/o Printers' Ink.

Paper Makers on Preferred List for Fuel

Assurance Given That Relief Will Be Granted Where Justification Can Be Established—Many Publishers Would Be Forced Out of Business Unless Relief Is Given

Special Washington Correspondence

THE past week has brought a turn of affairs whereby paper manufacturers will be placed on the same plane as publishers with respect to fuel supplies. When the Priorities Board, followed by the U. S. Fuel Administration, issued, some weeks ago, its recent Preference List or "New Priorities List," due recognition was made of the requirements of newspapers and periodicals, but no attention was bestowed upon paper, printing ink, etc. That is to say, preference in fuel and transportation was ordered for "Plants printing and publishing exclusively newspapers and periodicals" but no priority was accorded print paper or the raw materials requisite for its production.

According to vigorous representations made to Washington, the last week in May, the result of this uneven preference was to precipitate an acute situation. The Priorities Board and other branches of the Government were faced with evidence that hundreds of newspapers and numerous periodicals would be forced to suspend unless fuel and transportation facilities were obtainable by the paper manufacturers supplying these publications. In the face of this predicament a compromise was arranged whereby priority will be granted when necessary to keep paper moving to the publishing plants. Probably there will be no blanket or general preference for paper-making plants as affecting their fuel, raw materials or finished product. Each application for priority will be treated as an individual case but there is assurance that relief will be given in each instance in which justification can be established.

The past week has also seen the passing or postponement of another dilemma that threatened complications for all users of paper. Paper-making interests discovered in the River and Harbors Bill in Congress a "joker" that it was declared would virtually put them out of business. This consisted in a Senate amendment prohibiting the discharge of free acid or acid waste into streams. This sweeping prohibition was struck from the Bill in the House at the request of the War Department which claimed that it would interfere with munition manufacture, but the Senate restored it. Finally, however, a compromise was reached whereby the conferees on the bill accepted a substitute authorizing the Secretary of War to investigate whether such legislation is necessary.

Of possible interest to many advertisers in the face of the present situation is the estimate of pulpwood consumption in the United States during 1917. With reports in from nearly all mills, and with careful estimates for the remainder, the figures indicate an increase of about 6 per cent over consumption in 1916. Wood pulp production in 1917 is estimated at 3,464,511 tons, as compared with 3,271,310 tons in 1916.

The Pittsburgh Gazette Times and Chronicle Telegraph have appointed Knill-Burke, Inc., New York and Chicago, to represent them in the national advertising field.

AQUI ESTOY (Here I Am)

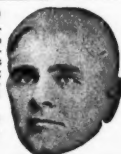
As we all speak Spanish in our organization, so we have really imbued the true spirit of these Latin folks, by personal residence and intimate contact with them. No other Agency operating in the United States has this exact intimate knowledge of this great field and its people, as yours cordially,

L. McLEAN BEERS

THE BEERS ADV. AGENCY

Havana and New York

401 Flatiron Bldg., N.Y. Gram. 5030 Established 1906



EPAGE'S

GLUE

HANDY TUBES

WILL MEND IT

The Los Angeles Evening Herald

A high-charactered, influential western newspaper.

Goes into practically every home and is read by the whole family.

Circulation 137,707 Daily

E. C. Trowbridge
347 Fifth Ave.
New York

G. Logan Payne
1233 Marquette Bldg.
Chicago



"CLIMAX" SQUARE-TOP PAPER CLIPS

Best and most economical
Pat. Dec. 12, 1916 Paper Clip on the market

Recommended by efficiency experts.

Prices F. O. B. Buffalo.
Packed 10,000 to the Box.

10,000.....	15c	per 1,000
50,000.....	10c	per 1,000
100,000.....	8c	per 1,000
500,000.....	7c	per 1,000
1,000,000.....	6 1/2 c	per 1,000

Order Direct from

Buffalo Automatic Mfg. Co.
457 Washington Street, BUFFALO, N. Y.

EDEXCO MAP PINS

Glass Head
Color Will Not Peel or Scratch Off

Solid glass heads. Steel points. Stay where you put them. 2 sizes—10 colors. Color runs all the way through.

Maps For Sales Plans
Entire U. S. or separate states. Convenient sizes.

Plotting Papers for Charts
To show sales, costs, profits and other vital statistics.
Send 30c, stamps or coin for Big Sample Package containing Map Pins and other Map marking devices, sample EDEXCO Map Mount, Charting Papers, Curve Cards, and our booklet for Executives, "Graphic Presentation of Facts".

Our map pins—exact size
Booklet alone sent free if desired.

EDUCATIONAL EXHIBITION CO.
625 Custom House St., Providence, R. I.

Classified Advertisements

HELP WANTED

AN OPPORTUNITY

Canadian advertising agency with a growing business is open to engage the services of lay-out and copy man. Time will also be available for soliciting if desired. Box 396, Printers' Ink.

Secretary to Canadian publisher, advertising correspondent, alert, capable individual who can shoulder responsibility and handle stenographic staff. Pains-taking creative ability well rewarded on making good. Toronto, Box 397, care of Printers' Ink.

WANTED

Technical advertising writer who understands and can handle descriptive and educational editorial articles in connection with display advertising of machinery and its applications. Mechanical and electrical subjects. Box 402, Printers' Ink.

Wanted in the Advertising Department of New England Manufacturing Co. young man, draft exempt, with some knowledge of advertising and the ability to handle large amount of detail work. Moderate salary to start. Excellent opportunity for advancement. In answering please give details as to nationality and previous experience. Box 403, care of Printers' Ink.

EDITOR to revise manuscript for one of the foremost engineering publications of New York. Essentials are thorough knowledge of mechanics, strength of materials, heat, steam and other fundamental subjects in engineering, and ability to write concise English grammatically correct. Editorial experience desirable but not necessary, as training in such work would be given to an otherwise competent person. Give full particulars in reply. Box 398, P. I.

WANTED

ASSISTANT TO ADV. MGR.

of big national advertiser. Should possess following qualifications: Not subject to draft; actual experience in magazine and trade paper adv., house organs and circular mailing campaigns; executive ability and tact to handle dept.; know printing, type, layouts and engraving; and above all be able to carefully and quickly follow instructions, regardless of own opinion; a man who not only knows above, but who can learn other ways and things. Most of his time to be spent writing copy, preparing layouts and working out details. No job shifters—only thorough, accurate and conscientious men need apply. An opportunity to connect with high-calibered House. Address stating salary wanted, giving complete personal business history and full details with reference to all of above qualifications and photo of yourself. Box 399, Printers' Ink. Replies held strictly confidential, but be prepared to give references as to character and ability in case of favorable consideration.

WANTED—Young man who has been trained as Assistant to Advertising Manager of Department Store in town of about 100,000. Splendid opportunity as advertising manager with old-established business. Address Box 401, care of Printers' Ink.

EDITOR WANTED

Publisher of class journals has opening on its staff for one editorial associate on a trade monthly and another editor to take complete charge of an established journal, the latter to be an all-around man familiar with editorial, advertising and subscription promotion. Box 395, care of Printers' Ink.

PRINTER—Compositor and pressman. Chance to gain health in most delightful town in Adirondack mountains on summer job. Good wages and permanent employment to man of character. No boozers or cigarette smokers. Job open after June 3. Write at once, stating experience and wages wanted. Adirondack Enterprise, Saranac Lake, N. Y.

Work That Is a Pleasure

The Ideal Job is one working for and with a company where everyone is earnestly interested, where efforts are appreciated and encouraged, and there is a zest for accomplishment.

We have openings in our sales department for salesmen and for letter writers. These letter writers must be men who can travel with the salesmen part of the time and get the viewpoint from the other side of the counter and the small town merchant.

THE MONITOR STOVE COMPANY

99 years of service
Cincinnati, O.

"A good company to work for"

Advertising Salesman Wanted

I am looking for a bright, resourceful, ambitious young man to take charge of the advertising on "Paper," which is a weekly technical journal for paper-mills. Our advertising comes from such concerns as General Electric, Westinghouse, and other machinery and supply houses, as well as from paper-mills. I want a man who will start on a moderate salary and put his whole heart and energy into the work, and come with us feeling that it is to be his future job—for all time. He would have to travel more or less, get acquainted in the trade, and not only solicit advertising, but help advertisers with their copy. As his business increases, so will his salary, and in a few years he ought to have an income, with a future, that would satisfy most any advertising man. Give full particulars about yourself now. I'll treat your letter in confidence. This is a very desirable, high-class field; your calls will be on big men; and the work will be pleasant and agreeable. Address Wm. B. Curtis, 117 East 24th Street, New York.

EMPLOYMENT EFFICIENCY

FARM JOURNAL in middle-western city wants high-grade assistant to the manager. Training in modern scientific employment and efficiency methods and experience in printing and publishing business desired. Organizing ability first. Salary adequate. State age and qualifications. Registration free. **FERNALD'S EXCHANGE, Inc.**, Third National Bank Bldg., Springfield, Mass.

MISCELLANEOUS

When you think of Hardware Dealers think of the Hardware Dealers' Magazine, The Open Door to the Hardware Stores of the World. Write for sample. 253 Broadway, New York City.

PAUL THE POET

Paul the Poet, business bard, Conceives no rhyming job too hard, YOUR line with profits he can link—Address him care of Printers' Ink.

Ph. Morton

**OCEAN TO OCEAN
CINCINNATI**

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable bureau. Write for circular and terms.

FOR SALE—Monthly automobile publication having 3,000 circulation among car owners; field for growth unlimited; reasons for selling—other interests require sole attention present owners. Address Box 405, Printers' Ink.

Technical Journal For Sale

Has very large paid circulation in a special field with no competition. Advertisers all pay the same rate—a high one. Everything about the business will stand the closest scrutiny. Is A. B. C. member. Has international reputation. Address: Scrutiny, Box 394, care Printers' Ink.

Advertising Electros

1c square inch; minimums, 7c in quantity orders from one pattern. Express prepaid on orders \$10 or more. For slight additional charge electros shipped singly or in sets to any list of newspapers or dealers. Full details on request. References, many leading national advertisers and agencies. Also any Terre Haute bank. General Plate Co., Terre Haute, Ind.

PUBLISHING PROPERTY

The owner of important trade publishing business in New York, with gross income in excess of \$200,000, desires to sell controlling interest in order that he may retire. The business is profitable and promises great increases. Price, \$125,000, cash \$30,000, remainder secured. Box 410, Printers' Ink.

POSITIONS WANTED**Sales-Advertising Manager**

Extensive mail-order advertising and selling experience. Has also originated and directed national advertising and selling campaigns involving salesmen, jobbers and dealers. Now employed. Salary, \$5,000. Family man—age 35 years. Address Box 400, Printers' Ink.

ARTIST

10 years' agency experience, wants part-time connection on salary or piece-work basis; knows engraving, printing. Box 407, Printers' Ink.

Executive positions both inside and outside an office have given me broad experience. I am retiring from position of business and advertising manager. I wish to devote all my time to advertising. I am a woman. Box 406, Printers' Ink.

ADVERTISING SOLICITOR

Qualified by long experience, a resourceful, aggressive worker, with extensive acquaintance throughout Eastern territory, offers services on general or trade publication; draft exempt. Box 404, Printers' Ink.

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Fifteen years' experience in the trade and class publication field in executive positions with papers which are leaders in their lines has fitted me to take the management of a paper which could profit through an aggressive policy built upon real service rendered to the trade or class it represents.

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PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue, as received, can be securely fastened in the binder, by a very simple arrangement, and will open like a book, with all inside margins fully visible.

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PRINTERS' INK PUBLISHING CO.
185 Madison Avenue, - - New York

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The largest users of advertising in Chicago newspapers are the State street department stores. They have better facilities than any other advertisers for checking results and knowing precisely what advertising is most productive. It should, therefore, be of the utmost importance to an advertiser to know how Chicago department stores BUY newspaper space in order to SELL all their other merchandise.

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It is significant that The Chicago Tribune is utilized by these department stores to sell their finest quality merchandise, while other papers receive the bulk of the "basement" advertising as shown by the following table:

	TRIBUNE		NEWS		AMERICAN	
	Upstairs	Basement	Upstairs	Basement	Upstairs	Basement
Marshall Field	99.76%	0.24%	54%	46%	40%	60%
Carson Pirie	99.4%	0.6%	36%	64%	27.2%	72.8%
Mandel Bro.	96.8%	3.2%	48%	52%	33.5%	66.5%

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